This Is Your Bougainvillea Trail Invitation Edition — 140 Pages Of Pictures, News And Features

THE WEATHER
Unchanged
Full Details on Page 9

Star VALLEY SUNDAY MONITOR-Herald

Entered as second class mail at postoffice in Harlingen, Texas.

10 Cents FINAL

Vol. 4, No. 30 HARLINGEN, McALLEN, BROWNSVILLE, TEXAS SUNDAY, FEBRUARY 9, 1941 ONE HUNDRED FORTY PAGES TODAY

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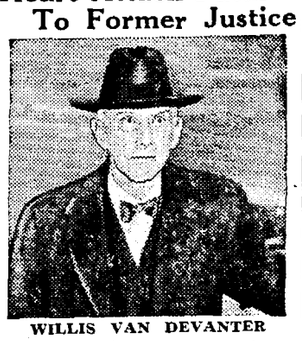

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He said he was proud of what he knew they would do "in playing your part in our American defense."

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Yes, He Wants No Bananas

Fruit-Eating Orgy Puts Man In Air Corps

TULSA, Okla. —(AP)— The mere mention of bananas pains Marion Rhoades deeply, yet bananas—eight pounds of them topped with two quarts of milk—helped him realize his ambition.

Rhoades, 22, wanted to become a cadet in the U. S. navy air corps reserve but recruiting officers rejected him because he weighed only 137 pounds, eight less than the regulation minimum.

The youth went straight to a grocery store, purchased eight pounds of bananas and the milk and began to eat. Two hours later he was back at the recruiting station.

"I couldn't believe my eyes," said officer A. I. Husted, "when he tipped the scales at a fraction over 145 pounds. Then I noticed he was sort of pale and asked him what he had been doing.

"I told him if he wanted to join bad enough to eat eight pounds of that stuff he deserved to get in. That took determination, and we need men of determination in the air corps."

Rhoades confessed that his banana-eating orgy was quite an ordeal.

"When I would get to the point where I thought it was impossible to take another bite," he explained, "I would just rest for a while and start over again.

"Anyway, I'm in the air corps and there's another consolation. I'll never have to eat another banana as long as I live."

Road Cash Soon

Dancy Informed Of Cameron Fund

BROWNSVILLE—County Judge Oscar C. Dancy said Saturday he had received a letter from D. C. Greer, state highway engineer, informing him that federal funds would be made available for the San Benito-Harlingen highway project by July 1.

The project, which is expected to mean the building of a parallel road between the two Valley cities, already has been approved by the highway commission, but still must be checked over by the federal public road administration. The latter's approval is expected soon, Judge Dancy said.

The federal government has earmarked $270,000 for the project, Judge Dancy said, and the state probably will supplement that amount with enough to cover the estimated $300,000 cost of a new parallel road.

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Fruit-Eating Orgy Puts Man In Air Corps

TULSA, Okla. —(AP)— The mere mention of bananas pains Marion Rhoades deeply, yet bananas—eight pounds of them topped with two quarts of milk—helped him realize his ambition.

Rhoades, 22, wanted to become a cadet in the U. S. navy air corps reserve but recruiting officers rejected him because he weighed only 137 pounds, eight less than the regulation minimum.

The youth went straight to a grocery store, purchased eight pounds of bananas and the milk and began to eat. Two hours later he was back at the recruiting station.

"I couldn't believe my eyes," said officer A. I. Husted, "when he tipped the scales at a fraction over 145 pounds. Then I noticed he was sort of pale and asked him what he had been doing.

"I told him if he wanted to join bad enough to eat eight pounds of that stuff he deserved to get in. That took determination, and we need men of determination in the air corps."

Rhoades confessed that his banana-eating orgy was quite an ordeal.

"When I would get to the point where I thought it was impossible to take another bite," he explained, "I would just rest for a while and start over again.

"Anyway, I'm in the air corps and there's another consolation. I'll never have to eat another banana as long as I live."

Road Cash Soon

Dancy Informed Of Cameron Fund

BROWNSVILLE—County Judge Oscar C. Dancy said Saturday he had received a letter from D. C. Greer, state highway engineer, informing him that federal funds would be made available for the San Benito-Harlingen highway project by July 1.

The project, which is expected to mean the building of a parallel road between the two Valley cities, already has been approved by the highway commission, but still must be checked over by the federal public road administration. The latter's approval is expected soon, Judge Dancy said.

The federal government has earmarked $270,000 for the project, Judge Dancy said, and the state probably will supplement that amount with enough to cover the estimated $300,000 cost of a new parallel road.

LANDON RAPS US PROPOSED BRITISH AID

Favors Subsidy Bill Instead Of Loan

WASHINGTON —(AP)— Alf M. Landon, calling the administration's British-aid bill a "guess and be damned policy," proposed Saturday that congress reject it and instead grant Great Britain an outright subsidy of two to four billions.

In response to questions from members of the senate foreign relations committee, the 1936 Republican presidential nominee said he disagreed with the stand in support of the bill taken by Wendell L. Willkie, the 1940 GOP candidate, and added that for so doing, he would not be purged from his party.

Senator Connally (D-Tex) recalled that Landon had supported Willkie in the campaign and asked whether he had been familiar with Willkie's wish to help Britain before the election.

When Landon responded affirmatively, Connally asked: "You are acquainted with his views now?"

Hopeful On 'Purge'

"No," the witness answered, adding as an afterthought:

"I hope if we don't agree he won't try to purge me—I hope he won't try to start a purge in his party."

Connally then asked Landon to assume he was president and explain just what he would do to aid Britain.

The former Kansas governor grinned, protested the assumption, and said: "frankly, I'm interested in what the President is going to do."

Favors 'Subsidy'

Finally Landon explained that he favored an outright "subsidy" or gift of several billions for British aid, explaining that congress could do this by a simple appropriation measure.

"Do you regard a British victory as vital to our safety?" Connally asked.

"No sir," was the reply.

'Lease-Lend Gift' Bill

At the conclusion of Landon's testimony, Andrae B. Nordskog of Los Angeles, Calif., declared that the legislation should be titled "a lend-lease-gift bill." He said the legislation would place no limit on the President's powers and added:

"Not outside the Sunday comic strip have we seen anything comparable to this blank check bill."

Wheeler 'Gagged'?

In his statement to the committee, Landon asserted that President Roosevelt had attempted to "gag" Senator Wheeler (D-Mont) because of Wheeler's opposition to the administration's legislation.

He also declared that "freedom of debate and discussion" on the bill "is being discouraged in America by the flood of government propaganda and war hysteria."

FRENCH CRISIS LOOMS ANEW

(Continued From Page One)

accordance with the policy of Montoire, the French town where Petain met Adolf Hitler last October and signified agreement to French-German collaboration.

The announcement was made after Admiral Jean Darlan, navy minister in the Vichy government, returned from a second trip to Paris to see Laval, conferred with Petain and attended a "restricted cabinet meeting." It had been reported that Laval's maximum demand upon Petain was for a post equivalent with that of the premiership, and his minimum demand the establishment of two vice presidents of council—himself and Admiral Darlan.

Knows Of Scorn

Some of Laval's friends said he had withdrawn from this position because he decided it would be impossible for him to return to Vichy without causing internal trouble in the unoccupied zone, where there are many who despise him.

In other quarters the whole affair was considered a victory for Petain, who would give in so far to Laval but no farther.

There still is a possibility, however, that Laval may head an eventual French government in Paris. Anti-Vichy quarters there already have set up the nucleus for such a regime.

The British at Cairo said the Italian resistance south of Bengast had collapsed, that Fascists were "surrendering in large numbers" but that parts of two divisions had fled from Bengasi and were moving westward toward Tripoli by road, a long dry journey which the British appeared at present reluctant to pursue.

Depends On Vichy

Neutral informants in London said future British plans in Africa were bound up with France's position, since the Vichy government has an army standing in Tunisia on the western borders of Libya.

The British campaign in Eritrea, Ethiopia and Italian Somaliland was still progressing favorably, army headquarters at Cairo said.

Over England itself there was little activity Saturday. A German fighter-bomber made a dive attack on coastal targets and was shot down, another was shot down off the southwest coast and a third off the east coast. One British plane was lost.

On the Albanian front the Greeks were reported to have hurled back two Fascist counter-attacks in the central sector, inflicting heavy losses on the Fascists.

Border dispatches received in Bitolj, Yugoslavia, said there was brisk activity on the northern sector of the battle front. Artillery fire shook houses in Bitolj.

Japan's new ambassador to the United States, Admiral Kichisaburo Nomura, is a graduate of the U. S. Naval Academy at Annapolis.

Explosion In McAllen

This sizeable hole in a wall was blown when an air compressor exploded at a small marmalade factory operated at McAllen by H. M. Fristoe. His father, H. C. Fristoe, standing only 25 feet away, was uninjured but the concussion knocked out the entire corner of the house and broke windows in a nearby dwelling. (Monitor Photo.)

Lease Lend Bill Passed By House By Easy Margin

Continued From Page One)

already on hand or under appropriation which may be sent abroad. (The chamber refused, however, to place a $7,000,000,000 limitation on the over-all cost of the program.)

2-Year Time Limit

A time limit of two years on the President's power to make contracts for delivering military equipment to other nations, and of five years on the execution of these contracts.

A proviso that Congress may rescind, by a simple majority vote in both houses, any of the powers granted under the measure.

A stipulation that the bill contains no new authority for assigning naval vessels to convoy duty or sending American merchant ships into the zones of war. And a proviso that before sending any army and navy equipment abroad, Mr. Roosevelt must consult, though not necessarily have the approval of, the ranking officers of the army and navy.

Changes Defeated

Having backed all these restrictions—except the one providing for congressional repeal of the powers given, which went through when they were napping—administration leaders refused to grant any more concessions. Steadfastly they opposed and uniformly defeated all such amendments as the Republicans offered them. Thus, the House rejected:

A proposal that assistance to Britain be put on a strictly money-loan basis.

That its cost be limited—two figures, $2,000,000,000 and $7,000,000,000, were advanced and rejected.

That the President be specifically forbidden to transfer any part of the navy to another country—the $1,300,000,000 limit on the disposition of present defenses was intended to cover partially this much controverted point.

That Russia be excluded from the nations to be benefitted—administration leaders argued that to adopt it would drive Stalin and Hitler closer together.

And many more changes of a minor or greater nature.

Administration Victory

Throughout most of the battling, the administration had its way, as for the $1,300,000,000 limitation amendment they said after it was passed that they had no objection to it.

At the last minute in fact, Majority leader McCormack (D-Mass), still seeking a maximum vote, formally assured the House that no effort would be made to remove it from the bill.

The effort to place a $2,000,000,000 over-all limit on the program was made by Representative Eaton (R-NJ) and was beaten, 177 to 120. Representative Wadsworth (R-NY) sought to apply the $7,000,000,000 "ceiling" and was turned down 122 to 38.

Passage came at the close of a day of impatience, snapping tempers, charges of improper statements and allegations that Democratic leaders were imposing a "gag rule" by using their dependable majority from time to time to vote a limit on debate on particular amendments.

Speeches Heckled

As the final vote drew near the Democratic membership began heckling the Republican speakers as one after another they arose to offer their amendments. Representative Dworshak (R-Idaho), in particular, had a hard time with an amendment forbidding the President to commit infractions of international law in his administration of the bill.

His speech, shouted into the amplifiers above a din of conversation, was repeatedly interrupted by derisive cheering. Finally, Representative Mundt (R-SD) pleaded that he be given a "fair hearing."

"I wouldn't expect that from that side of the House," Dworshak said, with an angry gesture in the direction of the Democrats. His proposal was rejected, 142 to 94.

Under the leadership of Representative Fish of New York, Republicans made a last minute effort to substitute their program of credits to Britain and no new powers to the President. They made a motion that the bill be recommitted, with instructions that these changes be made. On a roll call vote, this was rejected 263 to 160. The final vote followed immediately.

There was considerable debate on Representative Wadsworth's proposal for a $7,000,000,000 ceiling.

Cash Limit Fought

Asserting it was impossible to estimate how much money would be needed to effectuate the administration's policy of helping Britain, Rep. Whittington (D-Miss) had declared

"I believe that a limit now, when no one knows the answer would hinder and not help."

Wadsworth, who is for the bill, had argued that $7,000,000,000 would "be adequate and not extravagant". He said such a restriction would relieve "apprehensions felt in the minds and hearts of a great many people" who have called the bill a "blank check" and a prelude to dictatorship.

Also rejected were an amendment by Rep. Fish (R-NY) prohibiting use of American ports for repairing belligerent warships, and another by Rep. Van Zandt (R-Pa) which would have forbidden the President to send troops outside the western hemisphere.

The amendment to keep American troops inside the western hemisphere grew out of a speech by silver-haired Rep. Jeanette Rankin (R-Mont) who as a member of the house in 1917 tearfully voted against the declaration of war. The propaganda of 1917 was rife, she said, and many members of congress who supported the declaration of war at that time did so in the belief use of American troops was not to be involved.

When administration leaders objected her amendment would keep naval and marine corps personnel within the limits of the hemisphere, she withdrew it.

However, Rep. Van Zandt (R-Pa) took the amendment, reduced it to cover only army troops, and submitted it. The proposal was defeated on a voice vote.

Civil Service Jobs Offered Applicants

HARLINGEN—The United States Civil Service Commission has announced competitive examinations for apprentice, government printing office, 40 cents an hour; radio inspector and assistant, $2600 and $2000 a year, Federal Communications Commission; and staff dietician, $1800 a year.

Full information may be secured from Frank Lee at the local post office, or from any first- or second-class post office.

JOHNSON'S
Air-Conditioned Cafe
TOURISTS ARE ALWAYS WELCOME
210 W. Jackson Harlingen

TROY A. SHAFER, M. D.
Announces the removal of his office from the Embee Building
to
213 E. HARRISON
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ENVOY BRINGS MEXICO PACT

Dr. Najera Enroute To Washington

BROWNSVILLE—Dr. Francisco Castillo Najera, Mexican ambassador to the United States, told a representative of the Valley Morning Star that the United States and Mexico would probably announce next week an agreement settling all major problems between the two nations, as he changed planes at the Brownsville Airport Saturday evening.

Arrives Saturday

Najera arrived on Pan-American Airways' afternoon plane and left on Eastern Air Lines' Silversleeper, scheduled to reach Washington, D. C., at 6:15 a. m. Sunday.

The announcement came as it was confirmed that Standard Oil of New Jersey and the British-controlled Royal Dutch Shell Oil Company, Mexican Eagle Oil Company, were negotiating in Washington a settlement of claims growing out of Mexico's expropriation of the foreign oil industry in 1938.

'Complete Plan'

Najera said he carried "a complete plan for settling all existing problems between our country and the neighboring nation to the north."

A global settlement of all major issues between the governments, such as agarian and other claims, waterways controversies, and the Mexican claim for certain lands in the El Paso, Tex., business district was indicated.

TEXAS TAXES UP FOR VOTE

(Continued From Page One)

pleted, said he would seek recreation of the group.

Johnson said the worst ailment of the old age assistance program was that the legislature had liberalized the law but had not provided any additional money.

The tax bills to be argued in hearings from next Tuesday through February 26 would supply considerably more funds for pensions and other governmental functions. Governor O'Daniel contends that new state taxes should aggregate $50,000,000 a year, but many legislators insist $20,000,000 would be sufficient.

On Tuesday, the house taxation committee will consider proposed higher levies on cigarettes and telephone companies, Wednesday, corporation franchises and sulphur, and Thursday, new automobiles and amusements.

Sharing interest with the tax discussions next week will be senate or committee action on several major appointments by Governor O'Daniel and committee consideration of many important bills and proposed constitutional amendments.

Teachers Pay Aired

The house appropriations committee will hold a hearing Monday on a bill appropriating $3,500,000 a year for teachers' retirement. On Tuesday night, the same group will hear bills to enlarge the appropriation for rural school aid.

Advocates of a big increase in the motor truck load limit chalked up a major victory Thursday night when the house highways and motor traffic committee voted a 11-9 favorable report on a bill to open the highways to trucks and loads weighing up to 56,000 pounds. Floor consideration of the issue may be reached next wek.

Johnson, in his testimony before the senate pension investigators, asserted that Board Member Roberts protested "everything we did" in working out a merit system for employes as required by the federal social security law.

Didn't Know Name

Johnson told the committee that on the day the board appointed the new director, J. S. Murchison, one board member did not know his name.

"I looked up who was mayor of Corsicana to find out," he said.

Johnson asserted that the federal social security board refused to match the state pension moneys unless income from all sources, including contributions of children, was considered in determining eligibility.

"Federal matching money," he testified, "is most expensive money. When you accept it, your state's rights go out the window. When federal agencies give you money, they supervise the spending."

Only Bible Escapes In Residence Blaze

ARANSAS PASS —(AP)— When Mrs. Solon Chandler inspected her home here after a fire, she found flames had destroyed everything on a dresser except one object: a Bible.

Two catalogues were burned, the box containing the Bible had burned through, but the Bible itself was unharmed.

RECOVERING

EDINBURG—Mr. and Mrs. E. S. Hearne have received word that their son, Stephen, Jr., has recovered sufficiently from injuries sustained in an auto accident in Iowa and will be able to return home soon.

OBITUARY

JOHN FRANKLIN THARP

McALLEN—John Franklin Tharp, 54, died suddenly Friday afternoon after an intermittent illness of several months. He was spending the winter in McAllen.

Funeral services will be held next week at Hutchinson, Kan., where his body was forwarded Saturday by the Kreidler Funeral Home.

Mr. Tharp is survived by his wife and two children of Hutchinson.

10 KILLED IN DALLAS FIRE

Salvation Army Home Burns

(Continued From Page One)

ran in to grab the clothes. The flames roared out, flashing across the tar-papered ceiling.

The witness said he leaped from his cot, quickly tied two blankets together and reached for a third held by a neighbor.

"He wouldn't turn loose, so I slugged him and took it away."

He said he tied the third blanket to the others and rushed to a window at the rear of the room, pushing through a plunging mass of men making for the smoke-filled stairway. He anchored the tied blankets to a cot, smashed the window and flung the make-shift rope through it. The window opens on an enclosed courtyard.

Crowd Is Trapped

The crowd of men at the stairway entrance turned back, unable to stand the wall of flame barring their way. Some got through, burned and blackened.

The others made a rush for the rear window. One man, the witness said, was literally shoved out, dropping in a heap 35 feet below. The witness himself was shoved, toppling out the window but grasping the blanket rope before a body hurtled down on top of him. Men poured through window until there was a pile of them below.

The press at the window grew and when firemen went in they found eight men, some dead, lying in and near it.

Nightwatchman Dies

Julius Benson, 41, nightwatchman at the lodgings, died at noon of his injuries but he died a hero. Three times he charged up the stairway, and returned with a victim. On one trip he rushed shouting to the rear window, imploring the able-bodied to help several cripples to safety. He struck at least two men, the witness said, who refused.

One man going through the window ripped the flesh from his hand on jogged glass.

Identification of the dead, made difficult because admittance records were destroyed or mutilated, gave this list of men who perished:

Julius Benson, 41, Little Rock, Ark.; Clarence A. Riley, 15, Travis City, Mich.; John B. Murberger, Dallas; William H. Nugent, New York City; James Edward White, who gave his address as 9 Main street, Tulsa; Gus Halb, St. Louis; Thomas Cook and Oscar Lindley, addresses unknown; J. M. Jenkins, age and address unknown. The tenth person was unidentified.

Lindley was believed to be from Colorado City, Tex., or Amarillo.

Origin Is Obscure

The origin of the fire was obscure. Fire Marshall Jack Thompson said he was inquiring whether a spray, used in the delouser, had been used and whether it was inflammable.

The dead will be buried Monday or Tuesday in a mass funeral, Brig. Gen. George Gilks of the Salvation Army said.

Ironically, firemen discovered an opening through which the men might have escaped without serious injury. A locked door at the rear of the room, when opened later, gave onto a small shaft. A drop of six or eight feet would have led the men to a skylight opening into a cafe on the first floor.

SECOND SALVATION ARMY FIRE IN SHREVEPORT

SHREVEPORT, La. —(AP)— Twenty-one men escaped without injury Saturday night when fire damaged a Salvation Army shelter for homeless men near the business district here.

The fire spread from the kitchen to the front of the two-story frame building before it was brought under control. Cause of the blaze was not known.

GO TO DALLAS

EDCOUCH—Mr. and Mrs. J. N. Rinehart left Friday for Dallas, Waxahachie and other points on a visit. They were accompanied to Dallas by Mrs. S. E. Thomason, Arlington, who has been a guest in the home of her daughter, Mrs. Elsie Rinehart and family since October.

"Let's you and me Build a Home!" easy FHA terms
R-L BROCKMAN
PHONE 945-W BROWNSVILLE

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Old Mexico's Enchanted City of Contrasts
5-day all-expense tour
ONLY $24.50
Reservations with $5.00 deposit must be made with Brownsville Chamber of Commerce by February 11. Tour starts February 13.
Experienced Guides, Best Accommodations, Trip sponsored by Brownsville Chamber of Commerce, by office of Mexican Consul, Monterrey Chamber of Commerce and Monterrey A. M. A. Round trip by train.
MRS. B. G. EUBANK DORIS MARSHALL

BOY SCOUTS RETURN CITY

Picnic, Play Set At Fairpark Sunday

HARLINGEN — Half a hundred Boy Scouts "took over" Harlingen Saturday, gave erring motorists 1,000 "reprove" tickets, corrected $15 on bogus warrants, suggested the jail needed cleaning, and planned a picnic at Fair Park for Sunday night.

Darrell Manley, serving as mayor for a day, and members of his commission, came out of a huddle Saturday afternoon with two suggestions for the regular city fathers: that the city get behind the swimming pool project with a little more effort, and that the city adopt whatever recommendations state highway department engineers make concerning the need and location for traffic lights here.

Inspection Tour

Manley and commissioners accompanied Mayor Hugh Ramsey on a tour of inspection of city plants, but Scouts visited the jail on their own initiative. "We thought it looked insanitary," Manley said.

Bogus warrants caught a number of business men. Van R. Wiggins was fined 50 cents on a charge of "disseminating propaganda;" Bob Pollock on a charge of "false statements;" W. C. Black for "assault with a deadly weapon;" Albert Wolfe for conducting an office containing "a fire hazard;" and E. C. Bennet on an alleged "attempt to electrocute."

Low temperatures Friday night emptied the Second street Scout camp of some 10 sleepers-out, but the majority insisted on sticking it out.

Program Sunday will include football games between Scouts of Explorer Troop 44 and the Sea Scout Ship, and between Troops 9 and 21. Others will engage in a pursuit called "Capture the Flag," and Troop 10 is scheduled to take on the winner of one of the two grid tussels.

6 O'clock Picnic

The picnic will begin at 6 p.m., and the $15 collected Saturday will go toward purchase of coffee and edibles for the general public and Scouts.

Manley said Scouts requested "everybody who's hungry" to come to Fair Park at 6 o'clock.

VALLEY MAY GET FROST

(Continued From Page One)

ped considerably, and indications were the weather would remain clear, conditions foretelling probable frost early Sunday.

Clouds and rain at some points helped the Valley escape frost Saturday night, when nearly every other sector of Texas felt full force of winter's chill.

A carpet of snow covered the Texas hill country areas Saturday night, and there was snow in varying degrees in west, central and south Texas. Oklahoma had fair weather with freezing temperatures forecast for Sunday.

Kerrville had eight inches of snow, while San Angelo reported two inches, and there was sleet in Sutton county. Deep snow was reported around Kyle, San Marcos, Lockhart, Schulenberg and Gonzales in south central Texas. Galveston and Corpus Christi had traces of snow and some sleet, which was felt also in other Gulf coast sectors.

Angleton, Freeport, Palacios, San Antonio, Del Rio, Alpine, Wink and Uvalde all reported snow. Austin had no snow but reported a light rain. At Amarillo, one of the state's lowest readings was reported, at 20 degrees. No damage was reported over the state, and ranchmen in most areas said the moisture was needed for range land.

Stuart Place Books Missionary Service

STUART PLACE — Missionary series here Sunday at 7:30 p.m. under direction of Rev. J. Austin Parliman, will continue through Wednesday night, officials said Saturday.

Speakers will include Rev. E. A. Loose, missionary from French West Africa, and Rev. P. R. Hyde, evangelist and home worker. Stereoptican slides will be shown one evening. All services will be held at the Stuart Place school. Speakers are being entertained at the home of Mr. and Mrs. Chis Waltz on Palm Drive.

Alto Theatre
LA FERIA
DOUBLE PROGRAM — SUNDAY - MONDAY —
DICK POWELL and ELLEN DREW in
"Christmas In July"
And
Douglas Fairbanks and Joan Bennett in
"Green Hell"
TUESDAY - WEDNESDAY THURSDAY
Don Ameche and Betty Grable in
"Down Argentine Way"
— FRIDAY - SATURDAY — DOUBLE PROGRAM
George O'Brien in
"Stage to Chino"
And
Lola Lane and James Craig in
"Zanzibar"
10c - 15c - 20c

Congratulations

To Mr. and Mrs. M. M. Sumrall, Pharr, on the birth of a seven-pound daughter, February 4 at home.

To Mr. and Mrs. Tole Massey of Combes, on birth of a son weighing eight pounds, at 5 p. m. Friday at the Medical Arts Clinic.

To Mr. and Mrs. Ernest Nauman of Harlingen, on birth of a daughter at 10:30 a. m. Friday, weighing seven pounds, two ounces, at the Medical Arts Clinic.

WEATHER

(Official U. S. Weather Bureau Forecasts)

THE VALLEY: Generally fair, little temperature change Sunday and Monday. Moderate northerly winds.

LOUISIANA: Generally fair, little temperature change Sunday and Monday. Gentle to moderate northerly winds on the coast.

EAST TEXAS: Generally fair, little temperature change Sunday and Monday. Moderate northerly winds on the coast.

STATION	Highest last 24 hours	Lowest last night	Precipitation (inches)
Abilene	63	27	.00
Albuquerque	57	30	.00
Amarillo	52	17	.00
Albany, N. Y.	38	34	.80
Atlanta	55	42	.02
Boston	37	30	.06
Chicago	33	18	.03
Cleveland	35	27	.16
Corpus Christi	80	43	.00
Del Rio	67	45	.00
Denver	37	19	.00
Detroit	44	25	.00
Dodge City	32	19	.00
El Paso	60	40	.01
Fort Smith	52	26	.00
Fort Worth	65	29	.00
Havre, Mont.	23	12	.00
Huron	17	8	.00
Jacksonville	74	49	1.74
Los Angeles	65	46	.73
Memphis	58	25	.06
Miami	77	67	.34
Mobile	54	48	1.02
Mpls. St. P.	25	15	.00
New Orleans	53	31	.22
New York City	43	37	.06
Norfolk	56	43	.42
North Platte	28	15	.00
Palestine	52	30	.08
Phoenix	64	51	.37
Pittsburgh	50	35	.06
St. Louis	35	20	.06
Salt Lake City	32	29	.06
San Antonio	66	44	.00
Sheridan	35	13	.00
Shreveport	52	33	.06
Tampa	64	60	1.23
Washington	52	40	.00
Wilmington, N. C.	60	45	1.12

FRUIT STATIONS	Highest	Lowest	Precipitation (inches)
—TEXAS—			
Brownsville (City)	59	49	.00
Br'ville Airport	60	45	.00
Harlingen	62	45	.00
Raymondville	62	46	.00
Weslaco Exp. Sta.	63	45	.00
Mission	68	45	.00
Falfurrias	65	43	.02
Laredo	70	45	.00
Carrizo Springs	67	46	.00
—FLORIDA—			
Bartow	66	53	.45
Belle Glade	missing		.82
Eustis	64	50	.00
Fort Myers	75	62	.00
Gainesville	58	52	1.29
Hastings	62	53	1.06
Orlando	65	51	.86
—CALIFORNIA— February 6, 1941.			
Oroville	60	48	.23
Salinas	61	49	.63
Lindsay	67	49	.27
Santa Barbara	63	51	
Riverside	73	52	.01
Escondido	72	44	.08
Imperial	74	47	.00
• DEL MAR	60	54	

VALLEY MAN'S FUNERAL HELD

Jerry Dial Buried In Missouri

RIO HONDO—Funeral services were held at 2:30 p.m. Saturday at Marceline, Mo. for Rufus J. Dail, 84, of Rio Hondo, who died unexpectedly Tuesday morning at his Rio Hondo home. Interment was in Mt. Olivet cemetery in Marceline.

Deceased was a Linn county, Mo., pioneer, and the father of Delmer Dail, member of the Missouri senate. He had made his home in Texas since 1917, spending his summers in Marceline. Last May he made a trip from Texas to Kansas City in an airplane, his first ride in a plane.

Deceased's grandfather, Jerry Phillips, was Linn county's first representative in the Missouri legislature, and also the first Linn county recorder. Deceased served as Linn county sheriff from 1900 to 1905. He farmed and ran an ice business in Marceline until he moved to Texas. He was a member of the Masonic and I.O.O.F. lodges.

He married Miss Salina Burnett in Mooresville, Mo., and in 1887 they moved to Marceline. She died in 1930, and was buried in Mt. Olivet cemetery at Marceline. Survivors include four sons, Claud Dail and Senator Delmar Dail of Marceline, Virgil Dail of Jefferson City, Mo., and Earl Dail of Glasgow, Mont.; a daughter, Mrs. Nellie Howland of Rio Hondo, Texas; a brother, Rile Dail of Linneus, Mo.; and two sisters, Mrs. Mary Billingsley of Berry, Ill. and Mrs. Nan Rinker of Linneus, Mo.

Baleen or whalebone, which grows in the jaws of whales, is used to make water-resistant runners for skis.

Where was the Waukegan Jester?
The Jello Program Tonight
JACK BENNY
With
Mary Livingstone, Phil Harris, Dennis Day and "Rochester"
6:00 P. M.
Hear Jack's reasons for not Broadcasting as scheduled Last Week
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LANDON RAPS US PROPOSED BRITISH AID

Favors Subsidy Bill Instead Of Loan

WASHINGTON —(AP)— Alf M. Landon, calling the administration's British-aid bill a "guess and be damned policy," proposed Saturday that congress reject it and instead grant Great Britain an outright subsidy of two to four billions.

In response to questions from members of the senate foreign relations committee, the 1936 Republican presidential nominee said he disagreed with the stand in support of the bill taken by Wendell L. Willkie, the 1940 GOP candidate, and added that for so doing, he would not be purged from his party.

Senator Connally (D-Tex) recalled that Landon had supported Willkie in the campaign and asked whether he had been familiar with Willkie's wish to help Britain before the election.

When London responded affirmatively, Connally asked: "You are acquainted with his views now?"

Hopeful On 'Purge'

"No," the witness answered, adding as an afterthought:

"I hope if we don't agree he won't try to purge me—I hope he won't try to start a purge in his party."

Connally then asked Landon to assume he was president and explain just what he would do to aid Britain.

The former Kansas governor grinned, protested the assumption, and said: "frankly, I'm interested in what the President is going to do."

Favors 'Subsidy'

Finally Landon explained that he favored an outright "subsidy" or gift of several billions for British aid, explaining that congress could do this by a simple appropriation measure.

"Do you regard a British victory as vital to our safety?" Connally asked.

"No sir," was the reply.

'Lease-Lend Gift' Bill

At the conclusion of Landon's testimony, Andrae B. Nordskog of Los Angeles, Calif., declared that the legislation should be titled "a lend-lease-gift bill." He said the legislation would place no limit on the President's powers and added:

"Not outside the Sunday comic strip have we seen anything comparable to this blank check bill."

Wheeler 'Gagged'?

In his statement to the committee, Landon asserted that President Roosevelt had attempted to "gag" Senator Wheeler (D-Mont) because of Wheeler's opposition to the administration's legislation.

He also declared that "freedom of debate and discussion" on the bill "is being discouraged in America by the flood of government propaganda and war hysteria."

FRENCH CRISIS LOOMS ANEW

(Continued From Page One)

accordance with the policy of Montoire, the French town where Petain met Adolf Hitler last October and signified agreement to French-German collaboration.

The announcement was made after Admiral Jean Darlan, navy minister in the Vichy government, returned from a second trip to Paris to see Laval, conferred with Petain and attended a "restricted cabinet meeting." It had been reported that Laval's maximum demand upon Petain was for a post equivalent with that of the premiership, and his minimum demand the establishment of two vice presidents of council—himself and Admiral Darlan.

Knows Of Scorn

Some of Laval's friends said he had withdrawn from this position because he decided it would be impossible for him to return to Vichy without causing internal trouble in the unoccupied zone, where there are many who despise him.

In other quarters the whole affair was considered a victory for Petain, who would give in so far to Laval but no farther.

There still is a possibility, however, that Laval may head an eventual French government in Paris. Anti-Vichy quarters there already have set up the nucleus for such a regime.

The British at Cairo said the Italian resistance south of Bengast had collapsed, that Fascists were "surrendering in large numbers" but that parts of two divisions had fled from Bengasi and were moving westward toward Tripoli by road, a long dry journey which the British appeared at present reluctant to pursue.

Depends On Vichy

Neutral informants in London said future British plans in Africa were bound up with France's position, since the Vichy government has an army standing in Tunisia on the western borders of Libya.

The British campaign in Eritrea, Ethiopia and Italian Somaliland was still progressing favorably, army headquarters at Cairo said.

Over England itself there was little activity Saturday. A German fighter-bomber made a dive attack on coastal targets and was shot down, another was shot down off the southwest coast and a third off the east coast. One British plane was lost.

On the Albanian front the Greeks were reported to have hurled back two Fascist counter-attacks in the central sector, inflicting heavy losses on the Fascists.

Border dispatches received in Bitolj, Yugoslavia, said there was brisk activity on the northern sector of the battle front. Artillery fire shook houses in Bitolj.

Japan's new ambassador to the United States, Admiral Kichisaburo Nomura, is a graduate of the U. S. Naval Academy at Annapolis.

Explosion In McAllen

This sizeable hole in a wall was blown when an air compressor exploded at a small marmalade factory operated at McAllen by H. M. Fristoe. His father, H. C. Fristoe, standing only 25 feet away, was uninjured but the concussion knocked out the entire corner of the house and broke windows in a nearby dwelling. (Monitor Photo.)

Lease Lend Bill Passed By House By Easy Margin

(Continued From Page One)

already on hand or under appropriation which may be sent abroad. (The chamber refused, however, to place a $7,000,000,000 limitation on the over-all cost of the program.)

2-Year Time Limit

A time limit of two years on the President's power to make contracts for delivering military equipment to other nations, and of five years on the execution of these contracts.

A proviso that Congress may rescind, by a simple majority vote in both houses, any of the powers granted under the measure.

A stipulation that the bill contains no new authority for assigning naval vessels to convoy duty or sending American merchant ships into the zones of war. And a proviso that before sending any army and navy equipment abroad, Mr. Roosevelt must consult, though not necessarily have the approval of, the ranking officers of the army and navy.

Changes Defeated

Having backed all these restrictions—except the one providing for congressional repeal of the powers given, which went through when they were napping—administration leaders refused to grant any more concessions. Steadfastly they opposed and uniformly defeated all such amendments as the Republicans offered them. Thus, the House rejected:

A proposal that assistance to Britain be put on a strictly money-loan basis.

That its cost be limited—two figures, $2,000,000,000 and $7,000,000,000, were advanced and rejected.

That the President be specifically forbidden to transfer any part of the navy to another country—the $1,300,000,000 limit on the disposition of present defenses was intended to cover partially this much controverted point.

That Russia be excluded from the nations to be benefitted—administration leaders argued that to adopt it would drive Stalin and Hitler closer together.

And many more changes of a minor or greater nature.

Administration Victory

Throughout most of the battling, the administration had its way, as for the $1,300,000,000 limitation amendment they said after it was passed that they had no objection to it.

At the last minute in fact, Majority leader McCormack (D-Mass), still seeking a maximum vote, formally assured the House that no effort would be made to remove it from the bill.

The effort to place a $2,000,000,000 over-all limit on the program was made by Representative Eaton (R-NJ) and was beaten, 177 to 120. Representative Wadsworth (R-NY) sought to apply the $7,000,000,000 "ceiling" and was turned down 122 to 38.

Passage came at the close of a day of impatience, snapping tempers, charges of improper statements and allegations that Democratic leaders were imposing a "gag rule" by using their dependable majority from time to time to vote a limit on debate on particular amendments.

Speeches Heckled

As the final vote drew near the Democratic membership began heckling the Republican speakers as one after another they arose to offer their amendments. Representative Dworshak (R-Idaho), in particular, had a hard time with an amendment forbidding the President to commit infractions of international law in his administration of the bill.

His speech, shouted into the amplifiers above a din of conversation, was repeatedly interrupted by derisive cheering. Finally, Representative Mundt (R-SD) pleaded that he be given a "fair hearing."

"I wouldn't expect that from that side of the House," Dworshak said, with an angry gesture in the direction of the Democrats. His proposal was rejected, 142 to 94.

Under the leadership of Representative Fish of New York, Republicans made a last minute effort to substitute their program of credits to Britain and no new powers to the President. They made a motion that the bill be recommitted, with instructions that these changes be made. On a roll call vote, this was rejected 263 to 160. The final vote followed immediately.

There was considerable debate on Representative Wadsworth's proposal for a $7,000,000,000 ceiling.

Cash Limit Fought

Asserting it was impossible to estimate how much money would be needed to effectuate the administration's policy of helping Britain, Rep. Whittington (D-Miss) had declared

"I believe that a limit now, when no one knows the answer would hinder and not help."

Wadsworth, who is for the bill, had argued that $7,000,000,000 would "be adequate and not extravagant". He said such a restriction would relieve "apprehensions felt in the minds and hearts of a great many people" who have called the bill a "blank check" and a prelude to dictatorship.

Also rejected were an amendment by Rep. Fish (R-NY) prohibiting use of American ports for repairing belligerent warships, and another by Rep. Van Zandt (R-Pa) which would have forbidden the President to send troops outside the western hemisphere.

The amendment to keep American troops inside the western hemisphere grew out of a speech by silver-haired Rep. Jeanette Rankin (R-Mont) who as a member of the house in 1917 tearfully voted against the declaration of war. The propaganda of 1917 was rife, she said, and many members of congress who supported the declaration of war at that time did so in the belief use of American troops was not to be involved.

When administration leaders objected her amendment would keep naval and marine corps personnel within the limits of the hemisphere, she withdrew it.

However, Rep. Van Zandt (R-Pa) took the amendment, reduced it to cover only army troops, and submitted it. The proposal was defeated on a voice vote.

Civil Service Jobs Offered Applicants

HARLINGEN—The United States Civil Service Commission has announced competitive examinations for apprentice, government printing office, 40 cents an hour; radio inspector and assistant, $2600 and $2000 a year, Federal Communications Commission; and staff dietician, $1800 a year.

Full information may be secured from Frank Lee at the local post office, or from any first- or second-class post office.

JOHNSON'S
Air-Conditioned Cafe
TOURISTS ARE ALWAYS WELCOME
210 W. Jackson Harlingen

TROY A. SHAFER, M. D.
Announces the removal of his office from the Embee Building
to
216 E. HARRISON
Office 618 Residence 1456

ENVOY BRINGS MEXICO PACT

Dr. Najera Enroute To Washington

BROWNSVILLE — Dr. Francisco Castillo Najera, Mexican ambassador to the United States, told a representative of the Valley Morning Star that the United States and Mexico would probably ananounce next week an agreement settling all major problems between the two nations, as he changed planes at the Brownsville Airport Saturday evening.

Arrives Saturday

Najera arrived on Pan-American Airways' afternoon plane and left on Eastern Air Lines' Silversleeper, scheduled to reach Washington, D. C., at 6:15 a. m. Sunday.

The announcement came as it was confirmed that Standard Oil of New Jersey and the British-controlled Royal Dutch Shell Oil Company, Mexican Eagle Oil Company, were negotiating in Washington a settlement of claims growing out of Mexico's expropriation of the foreign oil industry in 1938.

'Complete Plan'

Najera said he carried "a complete plan for settling all existing problems between our country and the neighboring nation to the north."

A global settlement of all major issues between the governments, such as agarian and other claims, waterways controversies, and the Mexican claim for certain lands in the El Paso, Tex., business district was indicated.

TEXAS TAXES UP FOR VOTE

(Continued From Page One)

pleted, said he would seek recreation of the group.

Johnson said the worst ailment of the old age assistance program was that the legislature had liberalized the law but had not provided any additional money.

The tax bills to be argued in hearings from next Tuesday through February 26 would supply considerably more funds for pensions and other governmental functions. Governor O'Daniel contends that new state taxes should aggregate $50,000,000 a year, but many legislators insist $20,000,000 would be sufficient.

On Tuesday, the house taxation committee will consider proposed higher levies on cigarettes and telephone companies, Wednesday, corporation franchises and sulphur, and Thursday, new automobiles and amusements.

Sharing interest with the tax discussions next week will be senate or committee action on several major appointments by Governor O'Daniel and committee consideration of many important bills and proposed constitutional amendments.

Teachers Pay Aired

The house appropriations committee will hold a hearing Monday on a bill appropriating $3,500,000 a year for teachers' retirement. On Tuesday night, the same group will hear bills to enlarge the appropriation for rural school aid.

Advocates of a big increase in the motor truck load limit chalked up a major victory Thursday night when the house highways and motor traffic committee voted a 11-9 favorable report on a bill to open the highways to trucks and loads weighing up to 56,000 pounds. Floor consideration of the issue may be reached next wek.

Johnson, in his testimony before the senate pension investigators, asserted that Board Member Roberts protested "everything we did" in working out a merit system for employes as required by the federal social security law.

Didn't Know Name

Johnson told the committee that on the day the board appointed the new director, J. S. Murchison, one board member did not know his name.

"I looked up who was mayor of Corsicana to find out," he said.

Johnson asserted that the federal social security board refused to match the state pension moneys unless income from all sources, including contributions of children, was considered in determining eligibility.

"Federal matching money," he testified, "is most expensive money. When you accept it, your state's rights go out the window. When federal agencies give you money, they supervise the spending."

Only Bible Escapes In Residence Blaze

ARANSAS PASS —(AP)— When Mrs. Solon Chandler inspected her home here after a fire, she found flames had destroyed everything on a dresser except one object: a Bible.

Two catalogues were burned, the box containing the Bible had burned through, but the Bible itself was unharmed.

RECOVERING

EDINBURG—Mr. and Mrs. E. S. Hearne have received word that their son, Stephen, Jr., has recovered sufficiently from injuries sustained in an auto accident in Iowa and will be able to return home soon.

OBITUARY

JOHN FRANKLIN THARP

McALLEN—John Franklin Tharp, 54, died suddenly Friday afternoon after an intermittent illness of several months. He was spending the winter in McAllen.

Funeral services will be held next week at Hutchinson, Kan., where his body was forwarded Saturday by the Kreidler Funeral Home.

Mr. Tharp is survived by his wife and two children of Hutchinson.

10 KILLED IN DALLAS FIRE

Salvation Army Home Burns

(Continued From Page One)

ran in to grab the clothes. The flames roared out, flashing across the tar-papered ceiling.

The witness said he leaped from his cot, quickly tied two blankets together and reached for a third held by a neighbor.

"He wouldn't turn loose, so I slugged him and took it away."

He said he tied the third blanket to the others and rushed to a window at the rear of the room, pushing through a plunging mass of men making for the smoke-filled stairway. He anchored the tied blankets to a cot, smashed the window and flung the make-shift rope through it. The window opens on an enclosed courtyard.

Crowd Is Trapped

The crowd of men at the stairway entrance turned back, unable to stand the wall of flame barring their way. Some got through, burned and blackened.

The others made a rush for the rear window. One man, the witness said, was literally shoved out, dropping in a heap 35 feet below. The witness himself was shoved, toppling out the window but grasping the blanket rope before a body hurtled down on top of him. Men poured through window until there was a pile of them below.

The press at the window grew and when firemen went in they found eight men, some dead, lying in and near it.

Nightwatchman Dies

Julius Benson, 41, nightwatchman at the lodgings, died at noon of his injuries but he died a hero. Three times he charged up the stairway, and returned with a victim. On one trip he rushed shouting to the rear window, imploring the able-bodied to help several cripples to safety. He struck at least two men, the witness said, who refused.

One man going through the window ripped the flesh from his hand on jogged glass.

Identification of the dead, made difficult because admittance records were destroyed or mutilated, gave this list of men who perished:

Julius Benson, 41, Little Rock, Ark.; Clarence A. Riley, 15, Travis City, Mich.; John B. Murberger, Dallas; William H. Nugent, New York City; James Edward White, who gave his address as 9 Main street, Tulsa; Gus Halb, St. Louis; Thomas Cook and Oscar Lindley, addresses unknown; J. M. Jenkins, age and address unknown. The tenth person was unidentified.

Lindley was believed to be from Colorado City, Tex., or Amarillo.

Origin Is Obscure

The origin of the fire was obscure. Fire Marshall Jack Thompson said he was inquiring whether a spray, used in the delouser, had been used and whether it was inflammable.

The dead will be buried Monday or Tuesday in a mass funeral, Brig. Gen. George Gilks of the Salvation Army said.

Ironically, firemen discovered an opening through which the men might have escaped without serious injury. A locked door at the rear of the room, when opened later, gave onto a small shaft. A drop of six or eight feet would have led the men to a skylight opening into a cafe on the first floor.

SECOND SALVATION ARMY FIRE IN SHREVEPORT

SHREVEPORT, La. —(AP)— Twenty-one men escaped without injury Saturday night when fire damaged a Salvation Army shelter for homeless men near the business district here.

The fire spread from the kitchen to the front of the two-story frame building before it was brought under control. Cause of the blaze was not known.

GO TO DALLAS

EDCOUCH—Mr. and Mrs. J. N. Rinehart left Friday for Dallas, Waxahachie and other points on a visit. They were accompanied to Dallas by Mrs. S. E. Thomason, Arlington, who has been a guest in the home of her daughter, Mrs. Elsie Rinehart and family since October.

"Let's you and me . Build a Home!" easy FHA terms
R. L. BROCKMAN
PHONE 945-W BROWNSVILLE

Come With Us To
MONTERREY
Old Mexico's Enchanted City of Contrasts
5-day all-expense tour
ONLY $24.50
Reservations with $5.00 deposit must be made with Brownsville Chamber of Commerce by February 11. Tour starts February 13.
Experienced Guides, Best Accommodations, Trip sponsored by Brownsville Chamber of Commerce, by office of Mexican Consul, Monterrey Chamber of Commerce and Monterrey A. M. A. Round trip by train.
MRS. B. G. EUBANK DORIS MARSHALL

BOY SCOUTS RETURN CITY

Picnic, Play Set At Fairpark Sunday

HARLINGEN — Half a hundred Boy Scouts "took over" Harlingen Saturday, gave erring motorists 1,000 "reprove" tickets, collected $15 on bogus warrants, suggested the jail needed cleaning, and planned a picnic at Fair Park for Sunday night.

Darrell Manley, serving as mayor for a day, and members of his commission, came out of a huddle Saturday afternoon with two suggestions for the regular city fathers: that the city get behind the swimming pool project with a little more effort, and that the city adopt whatever recommendations state highway department engineers make concerning the need and location for traffic lights here.

Inspection Tour

Manley and commissioners accompanied Mayor Hugh Ramsey on a tour of inspection of city plants, but Scouts visited the jail on their own initiative. "We thought it looked insanitary," Manley said.

Bogus warrants caught a number of business men. Van R. Wiggins was fined 50 cents on a charge of "disseminating propaganda;" Bob Pollock on a charge of "false statements;" W. C. Black for "assault with a deadly weapon;" Albert Wolfe for conducting an office containing "a fire hazard;" and E. C. Bennet on an alleged "attempt to electrocute."

Low temperatures Friday night emptied the Second street Scout camp of some 10 sleepers-out, but the majority insisted on sticking it out.

Program Sunday will include football games between Scouts of Explorer Troop 44 and the Sea Scout Ship, and between Troops 9 and 21. Others will engage in a pursuit called "Capture the Flag," and Troop 10 is scheduled to take on the winner of one of the two grid tussels.

6 O'clock Picnic

The picnic will begin at 6 p.m., and the $15 collected Saturday will go toward purchase of coffee and edibles for the general public and Scouts.

Manley said Scouts requested "everybody who's hungry" to come to Fair Park at 6 o'clock.

VALLEY MAY GET FROST

(Continued From Page One)

ped considerably, and indications were the weather would remain clear, conditions foretelling probable frost early Sunday.

Clouds and rain at some points helped the Valley escape frost Saturday night, when nearly every other sector of Texas felt full force of winter's chill.

A carpet of snow covered the Texas hill country areas Saturday night, and there was snow in varying degrees in west, central and south Texas. Oklahoma had fair weather with freezing temperatures forecast for Sunday.

Kerrville had eight inches of snow, while San Angelo reported two inches, and there was sleet in Sutton county. Deep snow was reported around Kyle, San Marcos, Lockhart, Schulenberg and Gonzales in south central Texas. Galveston and Corpus Christi had traces of snow and some sleet, which was felt also in other Gulf coast sectors.

Freeport, Palacios, San Antonio, Del Rio, Alpine, Wink and Uvalde all reported snow. Austin had no snow but reported a light rain. At Amarillo, one of the state's lowest readings was reported, at 20 degrees. No damage was reported over the state, and ranchmen in most areas said the moisture was needed for range lands.

Stuart Place Books Missionary Service

STUART PLACE — Missionary series here Sunday at 7:30 p.m. under direction of Rev. J. Austin Parliman, will continue through Wednesday night, officials said Saturday.

Speakers will include Rev. E. A. Loose, missionary from French West Africa, and Rev. P. R. Hyde, evangelist and home worker. Stereoptican slides will be shown one evening. All services will be held at the Stuart Place school. Speakers are being entertained at the home of Mr. and Mrs. Chis Waltz on Palm Drive.

Alto Theatre
LA FERIA
DOUBLE PROGRAM
— SUNDAY - MONDAY —
DICK POWELL and ELLEN DREW in
"Christmas In July"
And
Douglas Fairbanks and Joan Bennett in
"Green Hell"
TUESDAY - WEDNESDAY THURSDAY
Don Ameche and Betty Grabie in
"Down Argentine Way"
— FRIDAY - SATURDAY —
DOUBLE PROGRAM
George O'Brien in
"Stage to Chino"
And
Lola Lane and James Craig in
"Zanzibar"
10c - 15c - 20c

Congratulations

To Mr. and Mrs. M. M. Sumrall, Pharr, on the birth of a seven-pound daughter, February 4 at home.

To Mr. and Mrs. Tole Massey of Combes, on birth of a son weighing eight pounds, at 5 p. m. Friday at the Medical Arts Clinic.

To Mr. and Mrs. Ernest Nauman of Harlingen, on birth of a daughter at 10:30 a. m. Friday, weighing seven pounds, two ounces, at the Medical Arts Clinic.

WEATHER

(Official U. S. Weather Bureau Forecasts)

THE VALLEY: Generally fair, little temperature change Sunday and Monday. Moderate northerly winds.

LOUISIANA: Generally fair, little temperature change Sunday and Monday. Gentle to moderate northerly winds on the coast.

EAST TEXAS: Generally fair, little temperature change Sunday and Monday. Moderate northerly winds on the coast.

STATION	Highest last 24 hours	Lowest last Night	Precipitation (inches)
Abilene	63	27	.00
Albuquerque	57	30	.00
Amarillo	52	17	.00
Albany, N. Y.	38	34	.00
Atlanta	55	42	.02
Boston	37	30	.00
Chicago	33	18	.02
Cleveland	35	27	.16
Corpus Christi	60	43	.00
Del Rio	67	45	.00
Denver	37	19	.00
Detroit	44	25	.00
Dodge City	32	19	.00
El Paso	60	40	.00
Fort Smith	52	26	.00
Fort Worth	65	29	.00
Havre, Mont.	33	12	.00
Huron	17	8	.01
Jacksonville	34	49	1.74
Los Angeles	65	46	.72
Memphis	58	25	.00
Miami	77	67	.36
Mobile	54	48	1.02
Mpls. St. P.	25	15	.00
New Orleans	53	51	.92
New York City	43	37	.00
Norfolk	56	43	.44
North Platte	28	15	.00
Palestine	52	30	.00
Phoenix	64	51	.31
Pittsburgh	50	35	.00
St. Louis	35	20	.00
Salt Lake City	32	29	.00
San Antonio	66	44	.00
Sheridan	25	13	.00
Shreveport	52	33	.00
Tampa	64	60	1.22
Washington	52	40	.00
Wilmington, N. C.	60	45	1.13

FRUIT STATIONS	Highest	Lowest	Precipitation (inches)
—TEXAS—			
Brownsville (City)	59	49	.00
Br'ville Airport	60	45	.00
Harlingen	62	45	.00
Raymondville	62	46	.00
Weslaco Exp. Sta.	63	45	.00
Mission	68	45	.00
Falfurrias	65	43	.02
Laredo	70	45	.00
Carrizo Springs	67	46	.00
—FLORIDA—			
Bartow	66	53	.45
Belle Glade	missing		
Eustis	64	50	.92
Fort Myers	75	62	.00
Gainesville	58	52	1.29
Hastings	62	53	1.06
Orlando	65	51	.86
—CALIFORNIA— February 6, 1941.			
Oroville	60	48	.23
Salinas	61	49	.63
Lindsay	67	49	.27
Santa Barbara	63	51	
Riverside	73	52	.01
Escondido	72	44	.08
Imperial	74	47	.00
• DEL MAR	60	54	

Where was the Waukegan Jester?

The Jello Program Tonight
JACK BENNY
With
Mary Livingstone, Phil Harris, Dennis Day and "Rochester"
6:00 P. M.
Hear Jack's reasons for not Broadcasting as scheduled Last Week
N. B. C. Red Network
KRGV
WESLACO

VALLEY MAN'S FUNERAL HELD

Jerry Dial Buried In Missouri

RIO HONDO—Funeral services were held at 2:30 p.m. Saturday at Marceline, Mo. for Rufus J. Dail, 84, of Rio Hondo, who died unexpectedly Tuesday morning at his Rio Hondo home. Interment was in Mt. Olivet cemetery in Marceline.

Deceased was a Linn county, Mo., pioneer, and the father of Delmer Dail, member of the Missouri senate. He had made his home in Texas since 1917, spending his summers in Marceline. Last May he made a trip from Texas to Kansas City in an airplane, his first ride in a plane.

Deceased's grandfather, Jerry Phillips, was Linn county's first representative in the Missouri legislature, and also the first Linn county recorder. Deceased served as Linn county sheriff from 1900 to 1905. He farmed and ran an ice business in Marceline until he moved to Texas. He was a member of the Masonic and I.O.O.F. lodges.

He married Miss Salina Burnett in Mooresville, Mo., and in 1887 they moved to Marceline. She died in 1930, and was buried in Mt. Olivet cemetery at Marceline. Survivors include four sons, Claud Dail and Senator Delmar Dail of Marceline, Virgil Dail of Jefferson City, Mo., and Earl Dail of Glasgow, Mont.; a daughter, Mrs. Nellie Howland of Rio Hondo, Texas; a brother, Rile Dail of Linneus, Mo.; and two sisters, Mrs. Mary Billingsley of Berry, Ill. and Mrs. Nan Rinker of Linneus, Mo.

Baleen or whalebone, which grows in the jaws of whales, is used to make water-resistant runners for skis.

They're saucy . . . sporty . . . smarty . . . the gay, classic sport shoes Young America has adopted as its own. You'll like their easy-going comfort, too. And their easy-on-the-budget price. Just $6.50.
Simmonds BOOTERIE

Interpreting The War News

Nazis Having Trouble

Spies In Conquered Countries Aid Foes; Air Strength Is Exaggerated?

By KIRKE L. SIMPSON

It is obvious that Germany is experiencing increasingly in Norway, the Low Countries and Western France those difficulties that invariably go with fighting a war on or from hostile territory.

There is ample evidence that information as to German plane, submarine and troop dispositions is seeping through to London despite harsh Nazi measures to suppress the traffic. It seems probable that the British high command has a definite picture, based on tested information from many continental sources, of the scope of German preparations to attack.

There have been accounts from Swedish sources within recent days of Norwegians sentenced to death or imprisoned by Nazi courts martial for attempted radio communication with London. Weeks ago the Germans adopted stern measures in Holland and Belgium in an effort to stifle civilian signaling to British air bombers concerning prime targets for attack. Probably the same thing applies along the "invasion coast" of France.

Guarding a 2,000-mile sea front, some of it within close sight of British shores, from military information leaks would be beyond the capacity of an army many times the size of the German occupation forces. If German-hating civilians all along that vast coastal sweep have the will to pass along information to the British it will be impossible to prevent it.

London Well Informed

It follows, then, that London has accurately gauged probabilities of the actual strength in air power which Germany could throw against England in an all-out spring offensive.

There are good reasons why the London government should not disclose its conclusions just now. Yet there are hints from England that well informed British sources do not share the notion that Nazi planes by the thousands are already massed or being massed all along the "invasion coast" for the spring drive at England. Some witnesses before congressional committees in Washington have guessed the present total Nazi air strength at 40,000 planes or more.

A London aviation magazine "Aeroplane," expresses doubt that the Nazis have ready for action against England, now or in the spring more than 4,000 planes of the first line. It concludes that at least 1,500 of those ships are fighters.

10-To-1 Ratio Needed

Daylight raiding experience last year "taught the enemy that fighter escorts in a ratio of at least 10-to-1 are necessary to prevent excessive losses," the article said, adding that it seemed unlikely the Germans could "throw more than 150 bombers into action by day at any one time."

SOLLMAN TO SPEAK HERE

Prominent German Rotary Guest

F. WILHELM SOLLMANN

HARLINGEN—F. Wilhelm Sollmann, prominent figure in German political life until he was exiled in 1933, and now member of the staff of Pendle Hill, Quaker graduate center at Wallingford, Pa., will speak at the Harlingen municipal auditorium Monday. He is presented as one of the prominent speakers of the Rotary Institute program.

Mr. Sollman was editor of the Rheinische Zeitung from 1919 until 1933. In 1919 he was a commissioner of the German Republican government attached to the headquarters of the army under command of Field Marshall von Hindenburg; was a member of the German delegation to the peace conference at Versailles; and finally a member of the German constitutional national assembly at Weimar.

From 1920 to 1935, Mr. Sollman served as a member of the German parliament and as a member of the committee for foreign affairs. He also was secretary of the interior in two cabinets under Chancellor Stressemann. His knowledge of the problems of disarmament called him to conferences in Vienna, Paris, London, Bucharest, Washington, Berlin and Ottawa.

There is no charge for the speech by Mr. Sollman, or any other of the Rotary Institute speakers. Admission is by ticket, which can be secured from any Rotary club member in any Valley city which has a Rotary club.

Postal Receipts At Pharr Net $97 Gain

PHARR—Postal receipts for January totaled $1,308.24, an increase of $97.97 over January of 1940, announces Mary A. Hogan, postmaster. The increase for January of this year is larger than the increase of a year ago, when receipts rose from $1,198.77 in 1939 to $1,210.27 in January, 1940.

Box rent receipts so far this quarter have totaled $284.65, a record for Pharr. Practically every box is now rented, states Mrs. Hogan, and a new section is expected in the near future which should take care of the present demand.

GUESTS IN MISSION

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An Amazing Money Saving Event!

KROEHLER

RED TAG CLEARANCE SALE

LOOK FOR THIS RED TAG... It guarantees you huge Savings on Kroehler Furniture

Make Your Selection Tomorrow at Our Nearest Store--And Save!

HERE IS AN "EXTRA SPECIAL"
KROEHLER LIVING ROOM SUITE BARGAIN!
Two matching sofa pillows are included with this excellent quality Living Room Suite.

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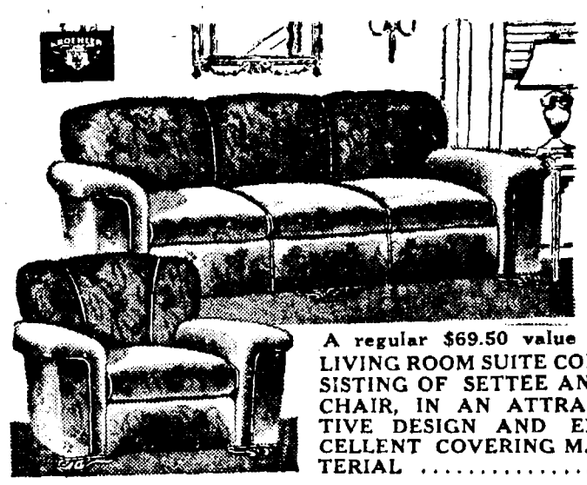

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Interpreting The War News

Nazis Having Trouble

Spies In Conquered Countries Aid Foes; Air Strength Is Exaggerated?

By KIRKE L. SIMPSON

It is obvious that Germany is experiencing increasingly in Norway, the Low Countries and Western France those difficulties that invariably go with fighting a war on or from hostile territory.

There is ample evidence that information as to German plane, submarine and troop dispositions is seeping through to London despite harsh Nazi measures to suppress the traffic. It seems probable that the British high command has a definite picture, based on tested information from many continental sources, of the scope of German preparations to attack.

There have been accounts from Swedish sources within recent days of Norwegians sentenced to death or imprisoned by Nazi courts martial for attempted radio communication with London. Weeks ago the Germans adopted stern measures in Holland and Belgium in an effort to stifle civilian signaling to British air bombers concerning prime targets for attack. Probably the same thing applies along the "invasion coast" of France.

Guarding a 2,000-mile sea front, some of it within close sight of British shores, from military information leaks would be beyond the capacity of an army many times the size of the German occupation forces. If German-hating civilians all along that vast coastal sweep have the will to pass along information to the British it will be impossible to prevent it.

London Well Informed

It follows, then, that London has accurately gauged probabilities of the actual strength in air power which Germany could throw against England in an all-out spring offensive.

There are good reasons why the London government should not disclose its conclusions just now. Yet there are hints from England that well informed British sources do not share the notion that Nazi planes by the thousands are already massed or being massed all along the "invasion coast" for the spring drive at England. Some witnesses before congressional committees in Washington have guessed the present total Nazi air strength at 40,000 planes or more.

A London aviation magazine "Aeroplane," expresses doubt that the Nazis have ready for action against England, now or in the spring more than 4,000 planes of the first line. It concludes that at least 1,500 of those ships are fighters.

10-To-1 Ratio Needed

Daylight raiding experience last year "taught the enemy that fighter escorts in a ratio of at least 10-to-1 are necessary to prevent excessive losses," the article said, adding that it seemed unlikely the Germans could "throw more than 150 bombers into action by day at any one time."

SOLLMAN TO SPEAK HERE

Prominent German Rotar. Guest

F. WILHELM SOLLMANN

HARLINGEN—F. Wilhelm Sollmann, prominent figure in German political life until he was exiled in 1933, and now member of the staff of Pendle Hill, Quaker graduate center at Wallingford, Pa., will speak at the Harlingen municipal auditorium Monday. He is presented as one of the prominent speakers of the Rotary Institute program.

Mr. Sollman was editor of the Rheinische Zeitung from 1919 until 1933. In 1919 he was a commissioner of the German Republican government attached to the headquarters of the army under command of Field Marshall von Hindenburg; was a member of the German delegation to the peace conference at Versailles; and finally a member of the German constitutional national assembly at Weimar.

From 1920 to 1935, Mr. Sollman served as a member of the German parliament and as a member of the committee for foreign affairs. He also was secretary of the interior in two cabinets under Chancellor Stressemann. His knowledge of the problems of disarmament called him to conferences in Vienna, Paris, London, Bucharest, Washington, Berlin and Ottawa.

There is no charge for the speech by Mr. Sollman, or any other of the Rotary Institute speakers. Admission is by ticket, which can be secured from any Rotary club member in any Valley city which has a Rotary club.

Postal Receipts At Pharr Net $97 Gain

PHARR—Postal receipts for January totaled $1,308.24, an increase of $97.97 over January of 1940, announces Mary A. Hogan, postmaster. The increase for January of this year is larger than the increase of a year ago, when receipts rose from $1,198.77 in 1939 to $1,210.27 in January, 1940.

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SALE PRICE $69.50
YOU SAVE $25.00
Guaranteed Savings

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Charro Bandidos Stalk Ancient Locomotive For Daring Holdup!

A group of Charro Days' "Bandidos" are shown above planning a train hold-up as they listen to the instructions of El General Wiley Truss.

Here we see the five desperadoes trailing their prey and slinking through the brush in anticipation of the loot they will find awaiting them on the train.

In this picture they have just ambushed the train and are gingerly approaching the smoke-belching engine. The engineer is powerless facing these guns.

Here the Bandidos have completely ransacked the train and have stolen the engine to take a ride through the brush, which beats walking any day. (Photos by Holbrook)

Brownsville Loses Dignity As Charro Days Celebration Nearing

Fantastic Festival Of Fun Is Less Than 2 Weeks Off

But Strangers In Town Think It's Already Started As Decorations Are Up

BROWNSVILLE—This historic border city is rapidly losing all its ideas of poise and dignity as fun and frolic begin to break out here and there as a foretaste of that fantastic festival, Charro Days.

Charro Days Fiesta proper opens February 20 and runs through February 23.

But anybody breezing into town now would think it's already here. Decorations are going up, windows are being changed from drab merchandise to flashy costumes of the Charro and China, men in gaudy rig roam around the street from time to time giving a preliminary grito, and the round of events that go to make up Charro Days has started.

There was a Charro Dance at the Brownsville Country Club Saturday night, given by the Brownsville 20-30 Club, which is sponsoring the Dance of the Chinas, to be held at the El Jardin Hotel Monday night, February 17, as the opening dance in a series that will last through the week.

Tourists are invited out to the Brownsville Yacht Club at 4 o'clock Sunday afternoon for tamale feed on those ribald fellows, the Bandidos, and on Tuesday the Charros and Chinas, fifty strong, will board a bus and take off on a tour of South Texas that will include Corpus Christi and points south and west.

The atmosphere of the fiesta has definitely taken hold, and things are moving a lot faster.

First dress rehearsals have been held for the pageant, "Mexico Lindo," and those who were privileged to watch declare it's going to be the spectacle of the decade down here. The pageant, which will be given Wednesday evening, February 20, is to be conducted by the John B. Rogers Producing Company, and will be staged at Tucker Field.

Sidney Franklin, the famed American bullfighter, returned from New York and is lining up things for his "Bloodless Bullfight." He is importing fighting bulls from Mexico, and will also use some brahma bulls from the ranch country north of here. Franklin is to appear in two performances, Friday and Saturday afternoon, February 21 and 22, immediately after the rodeo.

The Charro Days rodeo meantime, was rounding into first class shape. Fausto Yturria, completing arrangements to bring in a herd of fierce brahma bulls from his ranch in Willacy county, while Col. W. T. (Zack) Miller, who is to conduct the event, being in San Antonio, Houston and elsewhere signing up performers.

The rodeo will be given Friday afternoon and evening, and again Saturday afternoon.

On all fronts the Charro Fiesta was moving forward, and President Robin M. Pate complimented the various committee chairmen and other workers for their efforts in getting the stage set.

Dress rehearsals are to start this week for one of the new Charro Days events, that sterling drama "Curses on You Jack Dalton," which will be something of an international novelty in that it will be an old-time American melodrama set in a Charro Latin-American atmosphere. It is a night-club program, and will be held at the Old Opera House here.

The Charro Days Mexican Village was beginning to take shape, all the beautiful floats for the Grand Parade are nearing completion, and throughout this end of the country five thousand children are putting finishing touches to their costumes in preparation for the children's parade.

President Pate made it plain that the streets of Brownsville will be a lively place during this fiesta, throughout every day and on into the night. There will be troubadors on every corner, and any visitor who feels in the mood to join in may do so. In fact, any visitor can just let his hair down and celebrate—for that's Charro Days.

In this show a Charro never sleeps.

RETURN FROM VISIT

PHARR—Mrs. Alton Sumrall and small daughter, Jean Frances, have returned from a two weeks visit with relatives and friends in Brownwood.

Hernia & Rectal Clinie
Tuesday and Friday
Hernia and rectal diseases treated by mild office treatment. No loss of time from work. No examination charges. Physician of 35 years experience will assist.
Dr. H. C. Sample
Arcade Bldg. Phone 1502
Brownsville

Charro Chieftains Have Harems, Too

Huge John Hunter has always claimed that he was big enough for two wives and from the looks of things above he has gone in for a regular harem. The general idea of the picture is to get publicity for Charro Days and it seems to work. (Photo by Hart Stilwell and A. Rogers.)

Here we have the old and the new in the way of China Poblana dresses for Charro Days. Miss Genevieve Armstrong models the new which is "very interesting" to say the least, while Doris Saucier wears the customary China Poblana dress which will be seen in profusion during the colorful Charro Days celebration in Brownsville February 20 to 24. (Photo by Holbrook.)

WPA Goes Three R's One Better; Mission Evening Class Student Regains Her Right To Live In US

MISSION—Readin', 'Ritin' and 'Rithmetic are not the only courses taught in the WPA adult education classes, an incident which occurred recently in Mission has proved.

Crisanta Garcia of Mission, a student in the adult classes taught in the evening at Roosevelt school, regained her right to live in the United States because she was enrolled in the class.

Under the impression that she was free to cross the Rio Grande River into Mexico because she had declared her intention of becoming a citizen, Miss Garcia went to Reynosa but was denied re-admittance when she could show no passport.

Letters written to her teachers, Mrs. C. T. Alvis and Mrs. Amelia Sanchez of Mission, started a chain of events through which the immigration officers were convinced of her intention of completing her naturalization and she was permitted to return to this country. In the adult education classes, preparation for citizenship is incorporated in the course. Deepest gratitude was expressed by Miss Garcia to her teachers for their aid given at the critical time.

RETURNS FROM TRIP

SAN JUAN—H. D. Munal returned Saturday from a two-week trip to Del Rio, where he attended to business matters.

Edcouch Observes 'Clean-Up' Week

EDCOUCH—Clean-Up Week is being observed in Edcouch this week. The city council is co-operating this week with all citizens in removing all kinds of trash from the city limits.

Unfavorable weather has held up the work the first part of the week, however all citizens are urged to clean up their yards. The city leads the way by furnishing a truck free of charge to haul away all unburnable trash.

SAVE BY MAIL
Saving by mail is the modern way to transact your savings business. It is now possible for everyone, regardless of place of residence, to enjoy all the advantages of saving and investing in this Federal Savings and Loan Association. This Association offering you Insured Safety for Savings, is as convenient as your nearest mail box.
Current Dividend Rate 4%
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BROWNSVILLE

JAPAN HINTS SIAM RIGHT?

Tokyo Peace Parley Opened Friday

TOKYO —(AP)— French Indo-China should "see the wisdom of sacrificing relatively small interests in favor of the greater good" in her border dispute with Thailand (Siam), the Tokyo newspaper Asahi said Saturday.

This hint that Indo-China should yield to some of Thailand's territorial claims—the cause of months of sporadic frontier fighting—followed the opening Friday of a Japanese-sponsored peace conference here.

Asahi admonished Thailand to "exercise self-restraint and not advance impossible terms," and suggested both countries should understand fully Japan's "fair and impartial attitude" in arranging the present truce, signed January 31 aboard a Japanese warship.

Alert Boy Snatches Baby Brother From Crib Clothes Fire

SOUTH BEND, Ind.—(AP)—Three-year-old Russell Wilson, Jr., saved his one-year-old brother, Richard, from burning to death.

Their mother left him to watch the baby while she went to the grocery.

Garments on a line near the kitchen stove caught fire and fell into the crib. Russell snatched the child out, dragged him to the front porch and yelled. Neighbors called firemen, who put out the blaze and gave Richard first aid for several burns on arms and legs. The baby wasn't hurt.

LEAVE FOR VISIT

COMBES—Mrs. Fred Nixon and Sonny recently left for Houston where they will visit relatives. From there she will go on to Moscow, Texas, where Mr. Nixon will join her later.

SENATE OUSTS YOUTH CHIEF

Solons Don't Like Spectator Yells

WASHINGTON—(AP)—Jack McMichael, chairman of the American Youth Congress, was ejected by police from a Senate Foreign Relations Committee hearing Saturday after he rose from a spectator's seat to shout opposition to the lend-lease bill.

McMichael, who said he was a resident of Georgia, stood up during a pause in the hearing and asserted:

"American young people have sent me here—"

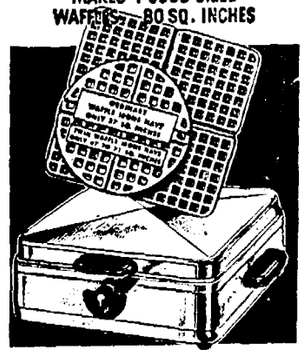
Two capitol police quickly seized him and hurried him from the hearing room.

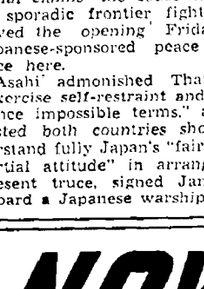
The committee had been hearing testimony in opposition to the bill by Alf M. Landon, 1936 Republican presidential nominee.

TRAVEL BARGAINS Every Day
IN
MISSOURI PACIFIC COACHES
Enjoy swift, safe miles of care-free travel aboard a modern Missouri Pacific coach. Ride in a restful, reclining, adjustable seat—with plenty of leg and arm-room and space for all your luggage. Commodious, inviting lounge and washrooms are always available, towels and soap are furnished free. Popular-priced meals are served on trays at your seat—on all principal trains. And these travel comforts and conveniences are offered at today's bargain rail fares—every day at any Missouri Pacific ticket window. Let us help you plan your next trip.
For Tickets—Information See or Call Your Missouri Pacific Ticket Agent
G. W. WILSON
District Passenger Agent
Missouri Pacific Lines
Harlingen, Texas
FOR EXAMPLE
These are the one-way coach fares from Harlingen To

Chicago, Ill.	$29.23
Dallas	10.98
Ft. Worth	10.75
Houston	5.65
Memphis	19.06
New Orleans	14.56
New York	35.21
St. Louis	23.28
San Antonio	3.50
Washington, D. C.	31.51

MISSOURI PACIFIC LINES

NOW.. A NEW WAFFLE BAKER BY Sunbeam
MAKES 4 GOOD SIZED WAFFLES—80 SQ. INCHES

Makes FOUR delicious waffles at once yet occupies small space. Fully automatic—red signal light tells you when grids are proper heat and when waffle is done. Beautiful. Substantial. $16.00.
Bake and serve 4 waffles at once!
THE old objection to waffle irons is out! No longer do you serve "one at a time," because with the new Sunbeam, it's FOUR plates you fill from each baking. For a short time only, buy on special terms, with only $3 down payment!

No Carrying Charge . . . for Limited Time

"Boy, I'm tellin' you, these extra low prices and terms make it worth your while to check your needs for electrical appliances. Of course, CPL sells only quality stuff."
—REDDY KILOWATT
Electricity Means So Much . . . Costs So Little!
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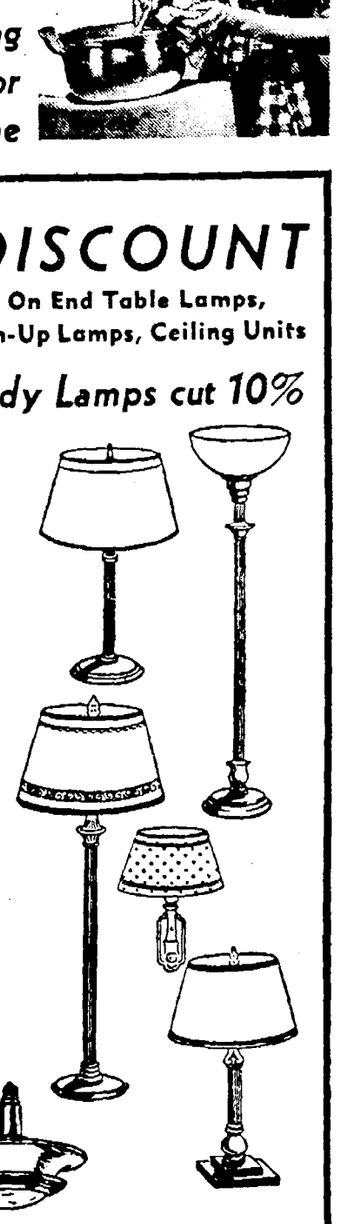
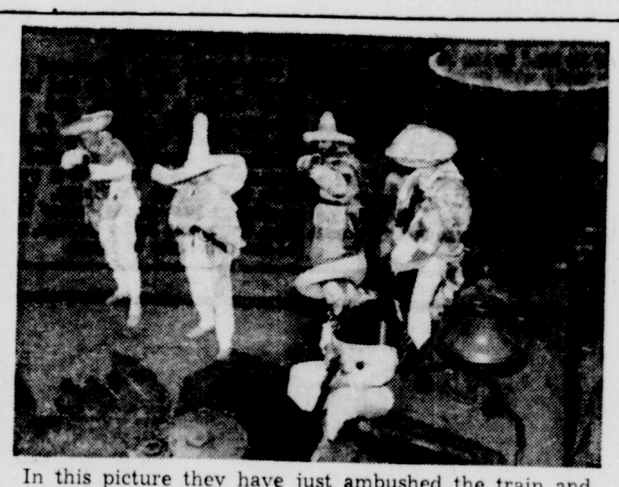
15% DISCOUNT
On End Table Lamps, Pin-Up Lamps, Ceiling Units
Floor and Study Lamps cut 10%
Here's a fine chance to outfit your home or office with lamps at low cost. We've cut the price on every style of lamp mentioned . . . many 15 percent off . . . others 10 percent off. And, you get new merchandise and all the Better Light — Better Sight features. Sale lasts short time only; make your selections early, please.

BUY NOW During This Special Offer

Charro Bandidos Stalk Ancient Locomotive For Daring Holdup!

A group of Charro Days' "Bandidos" are shown above planning a train hold-up as they listen to the instructions of El General Wiley Truss.

Here we see the five desperadoes trailing their prey and slinking through the brush in anticipation of the loot they will find awaiting them on the train.



In this picture they have just ambushed the train and are gingerly approaching the smoke-belching engine. The engineer is powerless facing these guns.

Here the Bandidos have completely ransacked the train and have stolen the engine to take a ride through the brush, which beats walking any day. (Photos by Holbrook)

Brownsville Loses Dignity As Charro Days Celebration Nearing

Fantastic Festival Of Fun Is Less Than 2 Weeks Off

But Strangers In Town Think It's Already Started As Decorations Are Up

BROWNSVILLE—This historic border city is rapidly losing all its ideas of poise and dignity as fun and frolic begin to break out here and there as a foretaste of that fantastic festival, Charro Days.

Charro Days Fiesta proper opens February 20 and runs through February 23.

But anybody breezing into town now would think it's already here. Decorations are going up, windows are being changed from drab merchandise to flashy costumes of the Charro and China, men in gaudy rig roam around the street from time to time giving a preliminary grito, and the round of events that go to make up Charro Days has started.

There was a Charro Dance at the Brownsville Country Club Saturday night, given by the Brownsville 20-30 Club, which is sponsoring the Dance of the Chinas, to be held at the El Jardin Hotel Monday night, February 17, as the opening dance in a series that will last through the week.

Tourists are invited out to the Brownsville Yacht Club at 4 o'clock Sunday afternoon for tamale feed on those ribald fellows, the Bandidos, and on Tuesday the Charros and Chinas, fifty strong, will board a bus and take off on a tour of South Texas that will include Corpus Christi and points south and west.

The atmosphere of the fiesta has definitely taken hold, and things are moving a lot faster.

First dress rehearsals have been held for the pageant, "Mexico Lindo," and those who were privileged to watch declare it's going to be the spectacle of the decade down here. The pageant, which will be given Wednesday evening, February 20, is to be conducted by the John B. Rogers Producing Company, and will be staged at Tucker Field.

Sidney Franklin, the famed American bullfighter, returned from New York and is lining up things for his "Bloodless Bullfight." He is importing fighting bulls from Mexico, and will also use some brahma bulls from the ranch country north of here. Franklin is to appear in two performances, Friday and Saturday afternoon, February 21 and 22, immediately after the rodeo.

The Charro Days rodeo meantime, was rounding into first class shape, Fausto Yturria, completing arrangements to bring in a herd of fierce brahma bulls from his ranch in Willacy county, while Col. W. T. (Zack) Miller, who is to conduct the event, being in San Antonio, Houston and elsewhere signing up performers.

The rodeo will be given Friday afternoon and evening, and again Saturday afternoon.

On all fronts the Charro Fiesta was moving forward, and President Robin M. Pate complimented the various committee chairmen and other workers for their efforts in getting the stage set.

Dress rehearsals are to start this week for one of the new Charro Days events, that sterling drama "Curses on You Jack Dalton," which will be something of an international novelty in that it will be an old-time American melodrama set in a Charro Latin-American atmosphere. It is a night-club program, and will be held at the Old Opera House here.

The Charro Days Mexican Village was beginning to take shape, all the beautiful floats for the Grand Parade are nearing completion, and throughout this end of the country five thousand children are putting finishing touches to their costumes in preparation for the children's parade.

President Pate made it plain that the streets of Brownsville will be a lively place during this fiesta, throughout every day and on into the night. There will be troubadors on every corner, and any visitor who feels in the mood to join in may do so. In fact, any visitor can just let his hair down and celebrate—for that's Charro Days.

In this show a Charro never sleeps.

RETURN FROM VISIT

PHARR—Mrs. Alton Sumrall and small daughter, Jean Frances, have returned from a two weeks visit with relatives and friends in Brownwood.

Hernia & Rectal Clinic
Tuesday and Friday
Hernia and rectal diseases treated by mild office treatment. No loss of time from work. No examination charges. Physician of 35 years experience will assist.
Dr. H. C. Sample
Arcade Bldg. Phone 1502
Brownsville

Charro Chieftains Have Harems, Too

Huge John Hunter has always claimed that he was big enough for two wives and from the looks of things above he has gone in for a regular harem. The general idea of the picture is to get publicity for Charro Days and it seems to work. (Photo by Hart Stilwell and A. Rogers.)

Here we have the old and the new in the way of China Poblana dresses for Charro Days. Miss Genevieve Armstrong models the new which is "very interesting" to say the least, while Doris Saucier wears the customary China Poblana dress which will be seen in profusion during the colorful Charro Days celebration in Brownsville February 20 to 24. (Photo by Holbrook.)

Edcouch Observes 'Clean-Up' Week

EDCOUCH—Clean-Up Week is being observed in Edcouch this week. The city council is co-operating this week with all citizens in removing all kinds of trash from the city limits.

Unfavorable weather has held up the work the first part of the week, however all citizens are urged to clean up their yards. The city leads the way by furnishing a truck free of charge to haul away all unburnable trash.

SAVE BY MAIL
Saving by mail is the modern way to transact your savings business. It is now possible for everyone, regardless of place of residence, to enjoy all the advantages of saving and investing in this Federal Savings and Loan Association. This Association offering you Insured Safety for Savings, is as convenient as your nearest mail box.
Current Dividend Rate 4%
Brownsville Federal Savings & Loan Ass'n.
BROWNSVILLE

WPA Goes Three R's One Better; Mission Evening Class Student Regains Her Right To Live In US

MISSION—Readin', 'Ritin' and 'Rithmetic are not the only courses taught in the WPA adult education classes, an incident which occurred recently in Mission has proved.

Crisanta Garcia of Mission, a student in the adult classes taught in the evening at Roosevelt school, regained her right to live in the United States because she was enrolled in the class.

Under the impression that she was free to cross the Rio Grande River into Mexico because she had declared her intention of becoming a citizen, Miss Garcia went to Reynosa but was denied re-admittance when she could show no passport.

Letters written to her teachers, Mrs. C. T. Alvis and Mrs. Amelia Sanchez of Mission, started a chain of events through which the immigration officers were convinced of her intention of completing her naturalization and she was permitted to return to this country. In the adult education classes, preparation for citizenship is incorporated in the course. Deepest gratitude was expressed by Miss Garcia to her teachers for their aid given at the critical time.

RETURNS FROM TRIP

SAN JUAN—H. D. Munal returned Saturday from a two-week trip to Del Rio, where he attended to business matters.

JAPAN HINTS SIAM RIGHT?

Tokyo Peace Parley Opened Friday

TOKYO —(AP)— French Indo-China should "see the wisdom of sacrificing relatively small interests in favor of the greater good" in her border dispute with Thailand (Siam), the Tokyo newspaper Asahi said Saturday.

This hint that Indo-China should yield to some of Thailand's territorial claims—the cause of months of sporadic frontier fighting—followed the opening Friday of a Japanese-sponsored peace conference here.

Asahi admonished Thailand to "exercise self-restraint and not advance impossible terms," and suggested both countries should understand fully Japan's "fair and impartial attitude" in arranging the present truce, signed January 31 aboard a Japanese warship.

Alert Boy Snatches Baby Brother From Crib Clothes Fire

SOUTH BEND, Ind.—(AP)—Three-year-old Russell Wilson, Jr., saved his one-year-old brother, Richard, from burning to death.

Their mother left him to watch the baby while she went to the grocery.

Garments on a line near the kitchen stove caught fire and fell into the crib. Russell snatched the child out, dragged him to the front porch and yelled. Neighbors called firemen, who put out the blaze and gave Richard first aid for several burns on arms and legs. The baby wasn't hurt.

LEAVE FOR VISIT

COMBES—Mrs. Fred Nixon and Sonny recently left for Houston where they will visit relatives. From there she will go on to Moscow, Texas, where Mr. Nixon will join her later.

SENATE OUSTS YOUTH CHIEF

Solons Don't Like Spectator Yells

WASHINGTON— (AP) —Jack McMichael, chairman of the American Youth Congress, was ejected by police from a Senate Foreign Relations Committee hearing Saturday after he rose from a spectator's seat to shout opposition to the lend-lease bill.

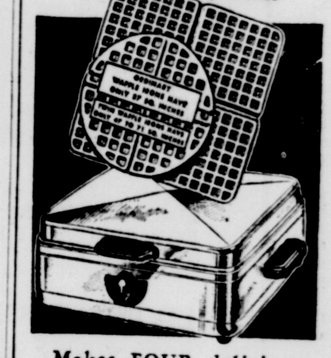
McMichael, who said he was a resident of Georgia, stood up during a pause in the hearing and asserted:

"American young people have sent me here—"

Two capitol police quickly seized him and hurried him from the hearing room.

The committee had been hearing testimony in opposition to the bill by Alf M. Landon, 1936 Republican presidential nominee.

NOW.. A NEW WAFFLE BAKER BY Sunbeam
MAKES 4 GOOD SIZED WAFFLES 80 SQ. INCHES



Makes FOUR delicious waffles at once yet occupies small space. Fully automatic — red signal light tells you when grids are proper heat and when waffle is done. Beautiful. Substantial. $16.00.

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CENTRAL POWER AND LIGHT COMPANY

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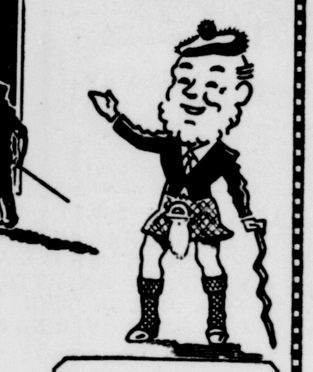
15% DISCOUNT
On End Table Lamps, Pin-Up Lamps, Ceiling Units
Floor and Study Lamps cut 10%

Here's a fine chance to outfit your home or office with lamps at low cost. We've cut the price on every style of lamp mentioned ... many 15 percent off ... others 10 percent off. And, you get new merchandise and all the Better Light — Better Sight features. Sale lasts short time only; make your selections early, please.

BUY NOW During This Special Offer

TRAVEL BARGAINS Every Day IN MISSOURI PACIFIC COACHES



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San Antonio	3.50
Washington, D. C.	31.51

MISSOURI PACIFIC LINES

VALLEY LATIN TALKS ON T.B. SLATED SOON

State Director Will Address Meetings

McALLEN—R. C. Ortega, director of Latin-American health education for the State Tuberculosis Association, will be in Hidalgo county for the next two weeks to speak to the Latin-American residents on tuberculosis.

Ortega's appearance here is being sponsored by the Hidalgo County Tuberculosis Association to spread information among the Latin-American residents about tuberculosis in an effort to lessen the ravages of the disease by teaching people how to prevent it.

Ortega will illustrate his lectures with motion pictures. The pictures are of recent development and show cause, prevention and care of tuberculosis in an interesting manner. One reel, "Behind the Clouds," was shown here last year. The speaker will observe the following schedule: Monday, February 10, Edinburg and La Joya at 7:30 p. m.; Tuesday, Mission; Wednesday, Alamo, 9:30 a. m., and San Juan, 1:30 p. m.; Thursday, Pharr; Friday and Saturday, McAllen.

Monday, February 17, Donna; Tuesday, Sharyland and Hidalgo; Wednesday, Hargill, 9:30 a. m., East Donna 1 p. m. and 8 p. m.; Thursday, Edcouch, and Friday Weslaco.

Tourists Write From Florida That Texas Citrus Much Better

DONNA—Three dollars and the expression that "Florida fruit was not nearly as good as Valley fruit," were the contents of a letter received from Miami, Fla., by Mrs. L. A. Vosbury, Donna citrus grower. The tourists, Mr. and Mrs. Arthur Reynolds of Washington, D. C., had been in the Valley last January and had purchased fruit from Mrs. Vosbury for shipment to Washington. They left Donna February 1 to spend the remainder of the winter at Miami.

The communication said that after shipping Vaalley fruit to their Washington friends they were afraid to try and substitute Florida fruit because of its inferior quality. The $3 was to pay for fruit and the express on same. They also said that they would return to the Valley next year for the winter.

Seven Cases Tried In Justice Courts

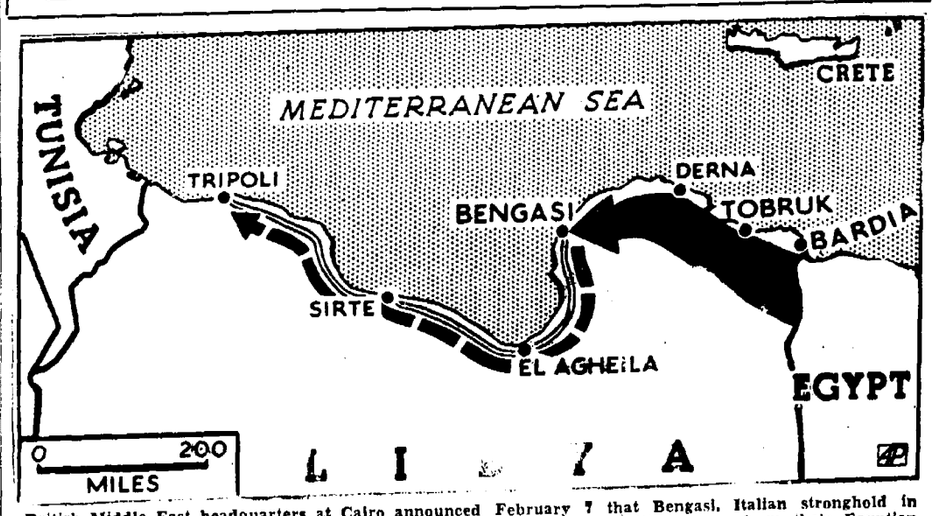
EDINBURG—Seven justice court cases were prosecuted in Hidalgo county the past week by the district attorney's department, Assistant Attorney George Brown announced Saturday.

Before Justice T. Holl Spilman at Mission, Fidel Gonzalez was fined $1 and costs for peace disturbance; Justice R. L. Savage of San Juan fined Gumaro Guzman $1 and costs for peace disturbance, Tom Fox, Jesus Garcia and Crispian Lopez $1 and costs for speeding, and Crispin Tamayo $1 and costs for parking on the pavement; Justice T. J. Fikes Sr. of Mercedes fined Encario Cardenas $5 and costs for no operator's license and $1 and cost for violation of the law of the road.

ATTENDS CITY COURSE

EDCOUCH—City Secretary Mary V. Adkins has completed a four-weeks course of instruction for city employees this week at Weslaco. This school of instruction is the first of its kind to be taught in the Valley and is sponsored jointly by the University of Texas and the Texas League of Municipalities.

Britlsh Forces Move On To Tripoli



British Middle East headquarters at Cairo announced February 7 that Bengasi, Italian stronghold in Libya is "in our hands." Black arrow shows route of advancing British forces from their Egyptian bases along Libyan coastline to Bengasi. Broken arrow follows the only possible overland line of retreat for the Bengasi garrison, a highway leading south and then west along the coast of Tripoli, where, British circles believe, Marshal Rodolfo Graziana would make his next and final stand.

Come Spring, U.S. Army Will Try Our Blitzkrieg Warfare Similar To That Of Nazis; All In Peacetime Way

ANCHORAGE, Alaska— (AP) — Alaska, come spring, will see the army trying out blitzkrieg tactics, but all in a peace-time way.

Admittedly similar to German army units but patterned, Fort Richardson officers said, on plans worked out by military technicians long before the present war, a group known as a "blitzkrieg" unit will get workouts over and through the nearby countryside. Its official name is "reconnaissance unit."

Capt. R. G. Emery, battalion commander, said Saturday the detachment was aimed to be able to move quickly, while racing heavy odds, as a "spearhead" in defense maneuvers.

While some of their buddies will start an exhaustive month-long Arctic winter test of all types of equipment in the interior next week, the 64 picked men and one officer of the blitzkrieg unit will begin to learn to the tiniest detail every road and all features of the terrain hereabouts. It will permit them to remain here.

Then, when spring and summer come, the unit will be busy.

As described by Captain Emery, the detachment, preceded by a radio-equipped motorcyclist, will be the first to move to the scene of "trouble." It will be entirely motorized and include a demolition squad. Weapons will include rifles, automatic rifles, light machine guns and antitank guns.

GARB SOUGHT FOR PAGEANT

Authentic Costumes Requested

BROWNSVILLE—Directors of the "Mexico Lindo" pageant to be put on here during Charro Days are experiencing difficulty in securing authentic replicas of costumes native to the various states of Mexico.

Miss Margaret Monroe, director of the pageant, said that owners of such are needed to take part in the pageant. The prologue and grand finale of the pageant will include characters representing states in Mexico and the Pan American countries, and several spots remain to be cast, she said.

Owners of costumes needed are requested to contact Miss Monroe at Brownsville high school.

Pageant officials expressed gratitude for speedy response of Valley residents who contacted them within 24 hours after they had put out a call for a surrey to be used in a scene depicting the arrival of Juarez in Mexico City.

Edcouch Marks FFA Week With Program

EDCOUCH — National F.F.A. Week, February 16 to 22, will be observed by the Edcouch-Elsa chapter with a "parents night" scheduled for February 18 at the high school auditorium. Feature of this event will be the showing of a film, "The Green Hand," a social hour, and a special program. The chapter sweethearts, June Vittetoe and Doris Nattinger, will be in charge of the social hour. Committee composed of James Jarrett, Milton Shields and Johnny Lee Williams will be in charge of the program.

BROWNSVILLE DRIVE IS SET

Scout Campaign In March

BROWNSVILLE—The annual Boy Scout finance campaign which began in other parts of the Lower Rio Grande Valley on Friday, Feb. 7, is expected to begin in the Brownsville area sometime in March, according to Ralph M. Cissne, field executive for this area.

Mr. Cissne said the campaign is scheduled to be completed in other parts of the Valley by Feb. 17.

E. C. Bennet, manager of Central Power and Light, Harlingen, will be director of the campaign to raise the council's annual operating budget of $14,705.12.

District chairman will include: Jack Wiech of Brownsville, W. E. McKenzie of San Benito, G. E. Osborne of Harlingen, J. A. Slaughter of Mercedes, R. L. Brown of Raymondville, Delmar Motley of McAllen, C. S. Jackson of Edinburg, and Lloyd Ramey of Mission.

FORMER COLLEGEMATES

RIO HONDO—Dr. Ethan Colton, who spoke at the municipal auditorium in Harlingen Monday evening, is a former collegemate of Mr. and Mrs. A. J. Carpenter of Rio Hondo.

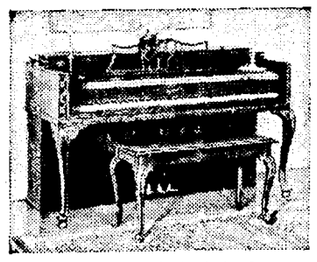
Navy Recruit Visits Parents In Mission

MISSION—Jack Yewell, seaman first class, U. S. Navy, arrived home this week for a 30-day leave with his parents, Mr. and Mrs. T. E. Yewell, and sister, Miss Polly.

Assigned to the U.S.S. Northampton, heavy duty cruiser, the Mission youth has spent nine months in Honolulu and visited several Southern Pacific islands since he went into the navy in November, 1939.

Authentic Costumes
for Charro Days
See our display—Just arrived from "Old Mexico".
All special orders must be in by Feb. 12th.
Rio Grande Importing Company
Across from Chamber of Commerce, Brownsville

IN HARLINGEN
There's A Reason For Everything!
BUT, THERE ARE MANY REASONS WHY WE HAVE SERVED THIS SECTION FOR FIFTY YEARS!



The many reasons for our 50 years of service to this section should be interesting to prospective piano buyers. If you're contemplating buying a piano in the future — please give these facts your consideration.

Quality Pianos: Our piano brands include 4 of the most important lines in the piano world. Steinway, Chickering, Kimball and Wurlitzer pianos have helped us build a QUALITY name.

Service: The service department that we maintain is unsurpassed. We know that when our customers pay for service, they expect the best. We give that type of service.

Easy Credit: Being in position to "handle our own paper," we naturally are in closer touch with our customers than other firms who do not have a similar policy. No piano dealer is more understanding or offers more convenient terms than our company.

General Dependability: Then, too, we have been in business 50 years because folks have learned that they can rely on our judgment—that we know we gain nothing by selling faulty or misrepresented merchandise.

USED PIANO GUARANTEE—Another strong factor that our customers appreciate. No piano ever leaves our floor without it has had a complete check—and if needed, a thorough overhaul. This enables us to guarantee each used piano that leaves our floor.

If you are interested in a FIRST LINE piano fill in this coupon:

SAN ANTONIO MUSIC CO.,
HARLINGEN, TEXAS
Please send me catalogues on STEINWAY.....
CHICKERING..... KIMBALL..... WURLITZER.....
NAME .....
ADDRESS .....
Ask us about a very special bargain in a repossessed Spinet now on our floor!

San Antonio Music Co.
117 N. "A" St. Harlingen

VACATION SET AT MERCEDES

Teachers To Attend Meet At Laredo

MERCEDES — Mercedes school children will enjoy a special holiday next Friday, February 14, when the entire Mercedes school faculty will attend the Southwest Texas Teachers convention at Laredo. Leon Graham, Mercedes high school principal, is president of the district and will preside at the convention sessions.

Two Valley superintendents will address section meetings during the convention. E. H. Poteet of Mercedes will compare the value of the 12-year school program as compared to the 11-year program. John Gregory of McAllen will speak on the "Influence of Foreign Conflict Upon Economical and Industrial Progress." Poteet will address the elementary teachers session while Gregory will speak at the social science teachers group meeting.

Three Mercedes teachers, Miss Lois Bell and Mrs. Mamie Bryson and Mrs. Katherine Thompson, have been selected as members of the House of Delegates which transacts all of the official business of the association.

Among the outstanding speakers at the convention will be Dr. Alonza F. Meyers, professor of education at New York University; Dr. W. B. Irwin, president of the Texas State Teachers Associatioin, Lubbock; Dr. Vierling Kersey, superintendent of schools at Los Angeles, California, and a number of other prominent educators. The A-Cappella Choir of North Texas State Teachers College will appear as one of the feature numbers on the program.

Coach Honored By Mercedes Students

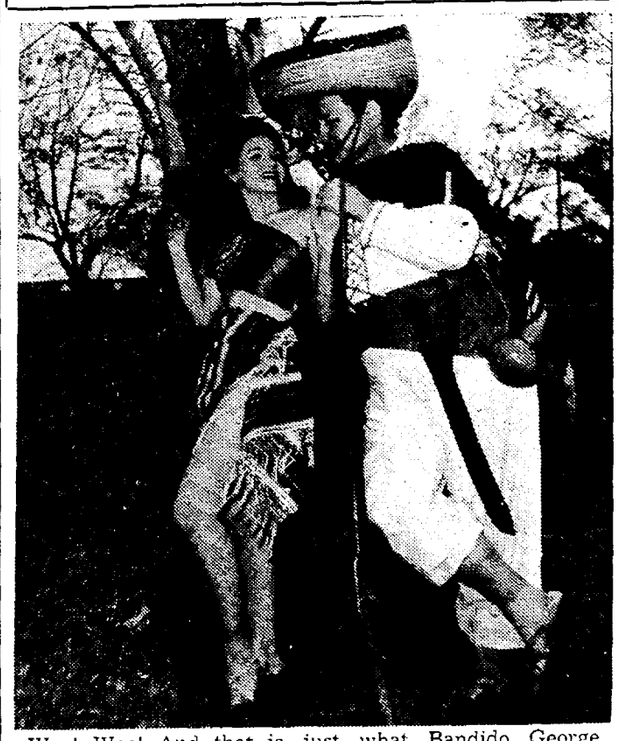
MERCEDES — Coaches H. L. Schmalzried and F. O. Scroggins were presented orange and black M's in assembly last week by Joe Adame, football co-captain, in behalf of the team.

Fourteen stripes on Coach Schmalzried's letter denoted his 14 years of coaching in M. H. S., while Coach Scroggins had two stripes.

PHARR VISITOR

PHARR—Mrs. W. F. Barnes, Sr., of Santa Anna, Texas, is the guest here of her mother and sisters, Mrs. Zora Christie, Mrs. Ed Boler and Miss Jewel Christie.

Hefty Woos Nifty



Woo! Woo! And that is just what Bandido George Leonard of Brownsville is doing here. The hefty dagger slinging bandit has captured Miss Genevieve Armstrong and seems trying to capture her heart as well. They'll both be seen around Brownsville during Charro Days, February 20 to 24. (Photo by Holbrook.)

Dogs Back Up Dixie Lady's Point On Her First Quail Shoot; Birds Fascinate Her So She Forgets Gun

ATLANTA —(AP)— An Atlanta sportsman took his wife on her first quail shoot in South Georgia.

At the sight of the dogs pointing a covey she was fascinated.

A pair of birds went into a swamp and she was left waiting on a ridge. Flushed out, one of the quail came down some 20 yards from her.

When. . . but it's the story of Atlanta Journal sports editor, Ed Danforth. Let him tell it:

"When husband and dogs arrived on the ridge she was standing eagerly on one foot. One finger on her left hand was on her lips, with her right hand, she was pointing toward the single bird in the grass.

"The dogs promptly honored her point."

The husband got the bird. What gets Editor Danforth is this:

"Did anyone ever hear before of a dog backing up a lady's point?"

GRAND JURORS GET 17 CASES

Hidalgo Panel Set Monday Morning

EDINBURG—Seventeen criminal cases will be up for investigation when the January term Hidalgo county grand jury convenes Monday, Assistant District Attorney Jack Ross announced Saturday.

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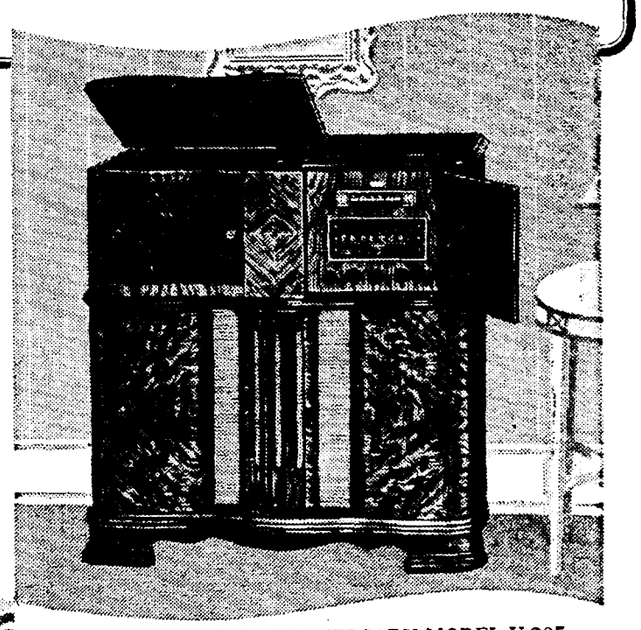
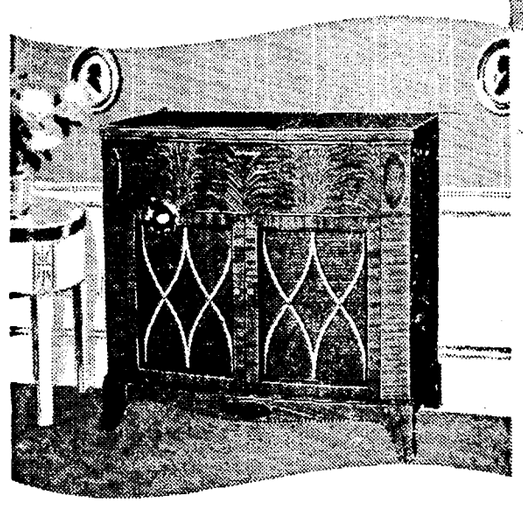
LOOK FOR THIS TRADEMARK!

When you buy a record playing instrument—*remember there is one and only one RCA Victrola!* It is made by RCA Victor—the only organization that makes both records and record playing instruments! Nothing can match it for faithful reproduction of records...for brilliant radio performance...for extra quality, extra value all the way! Be sure of most for your money—Be sure you choose the instrument great artists choose.

Come in today... and see these New 1941 RCA Victrola RADIO-PHONOGRAPHS





RCA VICTROLA ANNIVERSARY MODEL V-205

RCA Victor gentle-action Automatic Record Changer for 10-inch or 12-inch records...new RCA Victor Tone Guard... American and foreign reception, 3 bands...9 RCA Victor Preferred Type Tubes...new stabilized Electric Tuning for 6 stations...continuous treble tone control, 3-point bass tone control... radio frequency amplification. Also available with home recording as Model VHR-207 at extra cost. Price includes package of 7 recording blanks. Designed for use with television and frequency modulation attachments.

$159.95

Only in an RCA Victrola can you get all these at low cost!

* NEW TONE GUARD—for finer, purer record tone!
* STABILIZED ELECTRIC TUNING—convenient push-button tuning for 6 stations!
* AUTOMATIC RECORD CHANGER—enjoy uninterrupted concerts!
* RCA VICTOR MASTER CRAFTSMAN BEAUTY—superb designs you'll treasure for years!

DOZENS more quality features that mean more for your money—more double pleasure of records and radio at their best! Let us show you these brilliant instruments. You'll be delighted with their beauty, thrilled with their tone, surprised at their extra value! See them today—and don't buy any record playing instrument until you do!

RCA VICTROLA ANNIVERSARY MODEL V-405

Magnificent hand-rubbed cabinet of Sheraton design. Radio and Victrola features include all features of RCA Victrola Anniversary Model V-205. Also available with home recording as Anniversary Model VHR-407 at extra cost. Price includes package of 7 recording blanks. Designed for use with television and frequency modulation attachments.

$89.95
1.50 A Week

"The Valley's Leading Credit Furniture Store"
VINES FURNITURE CO.
McALLEN—205-207 S. MAIN "THE STORE OF EASY TERMS"

VALLEY LATIN TALKS ON T.B. SLATED SOON

State Director Will Address Meetings

McALLEN—R. C. Ortega, director of Latin-American health education for the State Tuberculosis Association, will be in Hidalgo county for the next two weeks to speak to the Latin-American residents on tuberculosis.

Ortega's appearance here is being sponsored by the Hidalgo County Tuberculosis Association to spread information among the Latin-American residents about tuberculosis in an effort to lessen the ravages of the disease by teaching people how to prevent it.

Ortega will illustrate his lectures with motion pictures. The pictures are of recent development and show cause, prevention and care of tuberculosis in an interesting manner. One reel, "Behind the Clouds," was shown here last year. The speaker will observe the following schedule: Monday, February 10, Edinburg and La Joya at 7:30 p. m.; Tuesday, Mission; Wednesday, Alamo, 9:30 a. m., and San Juan, 1:30 p. m.; Thursday, Pharr; Friday and Saturday, McAllen.

Monday, February 17, Donna; Tuesday, Sharyland and Hidalgo; Wednesday, Hargill, 9:30 a. m., East Donna 1 p. m. and 8 p. m.; Thursday, Edcouch, and Friday Weslaco.

Tourists Write From Florida That Texas Citrus Much Better

DONNA—Three dollars and the expression that "Florida fruit was not nearly as good as Valley fruit," were the contents of a letter received from Miami, Fla., by Mrs. L. A. Vosbury, Donna citrus grower. The tourists, Mr. and Mrs. Arthur Reynolds of Washington, D. C., had been in the Valley last January and had purchased fruit from Mrs. Vosbury for shipment to Washington. They left Donna February 1 to spend the remainder of the winter at Miami.

The communication said that after shipping Vaalley fruit to their Washington friends they were afraid to try and substitute Florida fruit because of its inferior quality. The $3 was to pay for fruit and the express on same. They also said that they would return to the Valley next year for the winter.

Seven Cases Tried In Justice Courts

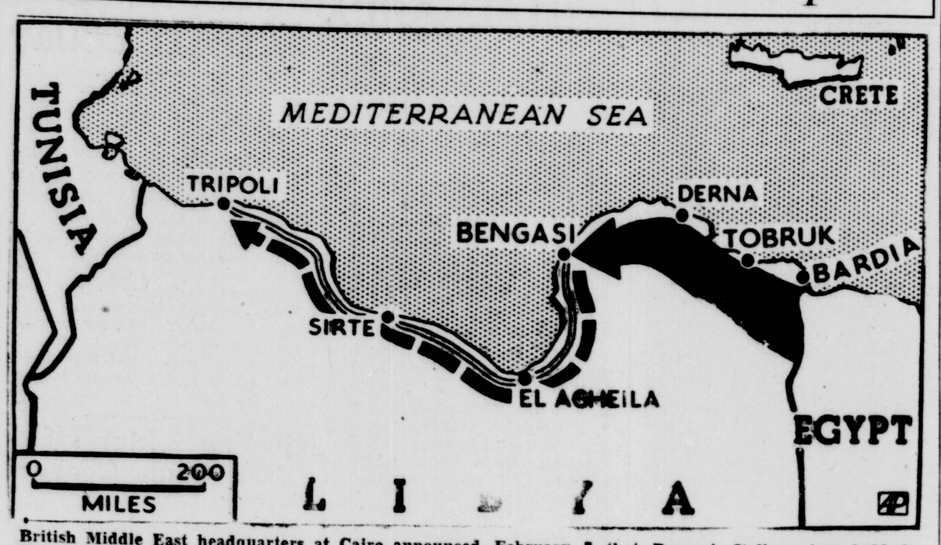
EDINBURG—Seven justice court cases were prosecuted in Hidalgo county the past week by the district attorney's department, Assistant Attorney George Brown announced Saturday.

Before Justice T. Holl Spilman at Mission, Fidel Gonzalez was fined $1 and costs for peace disturbance; Justice R. L. Savage of San Juan fined Gumaro Guzman $1 and costs for peace disturbance, Tom Fox, Jesus Garcia and Crispian Lopez $1 and costs for speeding, and Crispin Tamayo $1 and costs for parking on the pavement; Justice T. J. Fikes Sr. of Mercedes fined Encario Cardenas $5 and costs for no operator's license and $1 and cost for violation of the law of the road.

ATTENDS CITY COURSE

EDCOUCH—City Secretary Mary V. Adkins has completed a four-weeks course of instruction for city employees this week at Weslaco. This school of instruction is the first of its kind to be taught in the Valley and is sponsored jointly by the University of Texas and the Texas League of Municipalities.

Britlsh Forces Move On To Tripoli



British Middle East headquarters at Cairo announced February 7 that Bengasi, Italian stronghold in Libya is "in our hands." Black arrow shows route of advancing British forces from their Egyptian bases along Libyan coastline to Bengasi. Broken arrow follows the only possible overland line of retreat for the Bengasi garrison, a highway leading south and then west along the coast of Tripoli, where, British circles believe, Marshal Rodolfo Graziana would make his next and final stand.

Come Spring, U.S. Army Will Try Our Blitzkrieg Warfare Similar To That Of Nazis; All In Peacetime Way

ANCHORAGE, Alaska— (AP) — Alaska, come spring, will see the army trying out blitzkrieg tactics, but all in a peace-time way.

Admittedly similar to German army units but patterned, Fort Richardson officers said, on plans worked out by military technicians long before the present war, a group known as a "blitzkrieg" unit will get workouts over and through the nearby countryside. Its official name is "reconnaissance unit."

Capt. R. G. Emery, battalion commander, said Saturday the detachment was aimed to be able to move quickly, while racing heavy odds, as a "spearhead" in defense maneuvers.

While some of their buddies will start an exhaustive month-long Arctic winter test of all types of equipment in the interior next week, the 64 picked men and one officer of the blitzkrieg unit will begin to learn to the tiniest detail every road and all features of the terrain hereabouts. It will permit them to remain here.

Then, when spring and summer come, the unit will be busy.

As described by Captain Emery, the detachment, preceded by a radio-equipped motorcyclist, will be the first to move to the scene of "trouble." It will be entirely motorized and include a demolition squad. Weapons will include rifles, automatic rifles, light machine guns and antitank guns.

GARB SOUGHT FOR PAGEANT

Authentic Costumes Requested

BROWNSVILLE—Directors of the "Mexico Lindo" pageant to be put on here during Charro Days are experiencing difficulty in securing authentic replicas of costumes native to the various states of Mexico.

Miss Margaret Monroe, director of the pageant, said that owners of such are needed to take part in the pageant. The prologue and grand finale of the pageant will include characters representing states in Mexico and the Pan American countries, and several spots remain to be cast, she said.

Owners of costumes needed are requested to contact Miss Monroe at Brownsville high school.

Pageant officials expressed gratitude for speedy response of Valley residents who contacted them within 24 hours after they had put out a call for a surrey to be used in a scene depicting the arrival of Juarez in Mexico City.

Edcouch Marks FFA Week With Program

EDCOUCH — National F.F.A. Week, February 16 to 22, will be observed by the Edcouch-Elsa chapter with a "parents night" scheduled for February 18 at the high school auditorium. Feature of this event will be the showing of a film, "The Green Hand," a social hour, and a special program. The chapter sweethearts, June Vittetoe and Doris Nattinger, will be in charge of the social hour. Committee composed of James Jarrett, Milton Shields and Johnny Lee Williams will be in charge of the program.

BROWNSVILLE DRIVE IS SET

Scout Campaign In March

BROWNSVILLE—The annual Boy Scout finance campaign which began in other parts of the Lower Rio Grande Valley on Friday, Feb. 7, is expected to begin in the Brownsville area sometime in March, according to Ralph M. Cissne, field executive for this area.

Mr. Cissne said the campaign is scheduled to be completed in other parts of the Valley by Feb. 17.

E. C. Bennet, manager of Central Power and Light, Harlingen, will be director of the campaign to raise the council's annual operating budget of $14,705.12.

District chairman will include: Jack Wiech of Brownsville, W. E. McKenzie of San Benito, G. E. Osborne of Harlingen, J. A. Slaughter of Mercedes, R. L. Brown of Raymondville, Delmar Motley of McAllen, C. S. Jackson of Edinburg, and Lloyd Ramey of Mission.

FORMER COLLEGEMATES

RIO HONDO—Dr. Ethan Colton, who spoke at the municipal auditorium in Harlingen Monday evening, is a former collegemate of Mr. and Mrs. A. J. Carpenter of Rio Hondo.

Navy Recruit Visits Parents In Mission

MISSION—Jack Yewell, seaman first class, U. S. Navy, arrived home this week for a 30-day leave with his parents, Mr. and Mrs. T. E. Yewell, and sister, Miss Polly.

Assigned to the U.S.S. Northampton, heavy duty cruiser, the Mission youth has spent nine months in Honolulu and visited several Southern Pacific islands since he went into the navy in November, 1939.

Authentic Costumes
for Charro Days
See our display—Just arrived from "Old Mexico".
All special orders must be in by Feb. 12th.
Rio Grande Importing Company
Across from Chamber of Commerce, Brownsville

VACATION SET AT MERCEDES

Teachers To Attend Meet At Laredo

MERCEDES — Mercedes school children will enjoy a special holiday next Friday, February 14, when the entire Mercedes school faculty will attend the Southwest Texas Teachers convention at Laredo. Leon Graham, Mercedes high school principal, is president of the district and will preside at the convention sessions.

Two Valley superintendents will address section meetings during the convention. E. H. Poteet of Mercedes will compare the value of the 12-year school program as compared to the 11-year program. John Gregory of McAllen will speak on the "Influence of Foreign Conflict Upon Economical and Industrial Progress." Poteet will address the elementary teachers session while Gregory will speak at the social science teachers group meeting.

Three Mercedes teachers, Miss Lois Bell and Mrs. Mamie Bryson and Mrs. Katherine Thompson, have been selected as members of the House of Delegates which transacts all of the official business of the association.

Among the outstanding speakers at the convention will be Dr. Alonza F. Meyers, professor of education at New York University; Dr. W. B. Irwin, president of the Texas State Teachers Associatioin, Lubbock; Dr. Vierling Kersey, superintendent of schools at Los Angeles, California, and a number of other prominent educators. The A-Cappella Choir of North Texas State Teachers College will appear as one of the feature numbers on the program.

Coach Honored By Mercedes Students

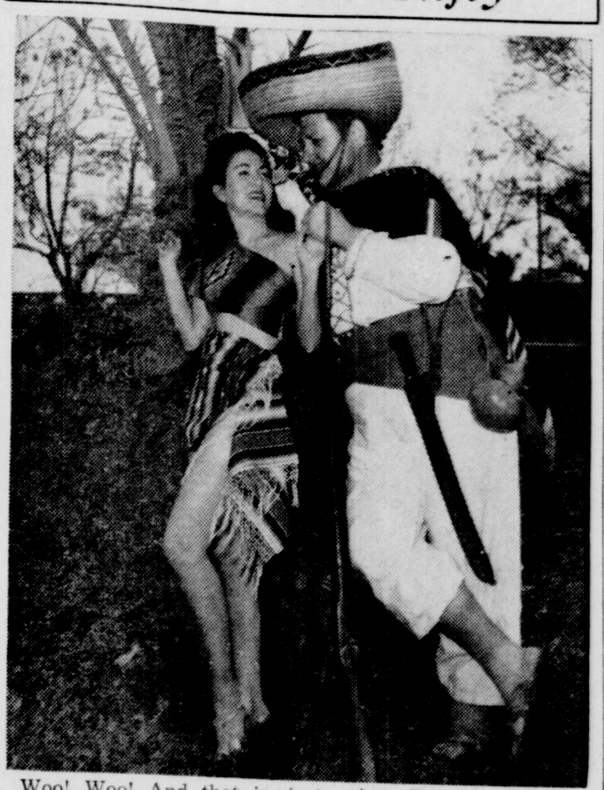
MERCEDES — Coaches H. L. Schmalzried and F. O. Scroggins were presented orange and black M's in assembly last week by Joe Adame, football co-captain, in behalf of the team.

Fourteen stripes on Coach Schmalzried's letter denoted his 14 years of coaching in M. H. S., while Coach Scroggins had two stripes.

PHARR VISITOR

PHARR—Mrs. W. F. Barnes, Sr., of Santa Anna, Texas, is the guest here of her mother and sisters, Mrs. Zora Christie, Mrs. Ed Boler and Miss Jewel Christie.

Hefty Woos Nifty



Woo! Woo! And that is just what Bandido George Leonard of Brownsville is doing here. The hefty dagger slinging bandit has captured Miss Genevieve Armstrong and seems trying to capture her heart as well. They'll both be seen around Brownsville during Charro Days, February 20 to 24. (Photo by Holbrook.)

Dogs Back Up Dixie Lady's Point On Her First Quail Shoot; Birds Fascinate Her So She Forgets Gun

ATLANTA —(AP)— An Atlanta sportsman took his wife on her first quail shoot in South Georgia.

At the sight of the dogs pointing a covey she was fascinated.

A pair of birds went into a swamp and she was left waiting on a ridge. Flushed out, one of the quail came down some 20 yards from her.

When. . . but it's the story of Atlanta Journal sports editor, Ed Danforth. Let him tell it:

"When husband and dogs arrived on the ridge she was standing eagerly on one foot. One finger on her left hand was on her lips, with her right hand, she was pointing toward the single bird in the grass.

"The dogs promptly honored her point."

The husband got the bird. What gets Editor Danforth is this:

"Did anyone ever hear before of a dog backing up a lady's point?"

GRAND JURORS GET 17 CASES

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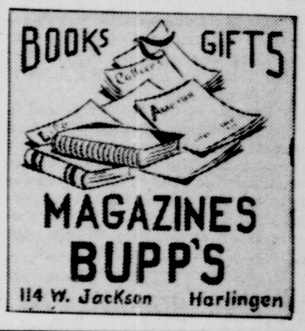

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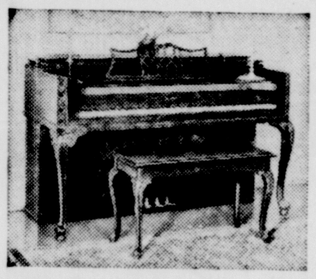
IN HARLINGEN
There's A Reason For Everything!
BUT, THERE ARE MANY REASONS WHY WE HAVE SERVED THIS SECTION FOR FIFTY YEARS!

The many reasons for our 50 years of service to this section should be interesting to prospective piano buyers. If you're contemplating buying a piano in the future — please give these facts your consideration.



Quality Pianos: Our piano brands include 4 of the most important lines in the piano world. Steinway, Chickering, Kimball and Wurlitzer pianos have helped us build a QUALITY name.

Service: The service department that we maintain is unsurpassed. We know that when our customers pay for service, they expect the best. We give that type of service.

Easy Credit: Being in position to "handle our own paper," we naturally are in closer touch with our customers than other firms who do not have a similar policy. No piano dealer is more understanding or offers more convenient terms than our company.

General Dependability: Then, too, we have been in business 50 years because folks have learned that they can rely on our judgment—that we know we gain nothing by selling faulty or misrepresented merchandise.

USED PIANO GUARANTEE—Another strong factor that our customers appreciate. No piano ever leaves our floor without it has had a complete check—and if needed, a thorough overhaul. This enables us to guarantee each used piano that leaves our floor.

If you are interested in a FIRST LINE piano fill in this coupon:

SAN ANTONIO MUSIC CO.,
HARLINGEN, TEXAS
Please send me catalogues on STEINWAY.....
CHICKERING..... KIMBALL..... WURLITZER.....
NAME .....
ADDRESS .....
Ask us about a very special bargain in a repossessed Spinet now on our floor!

San Antonio Music Co.
117 N. "A" St. Harlingen

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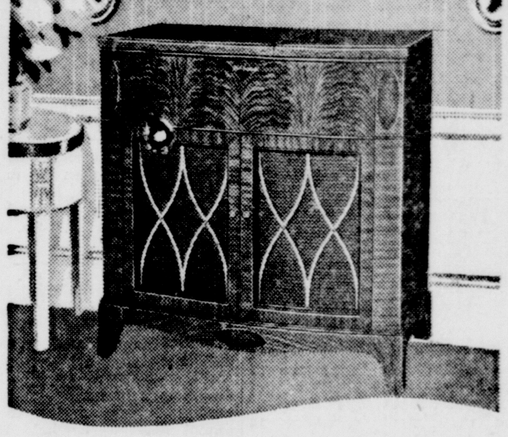

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Magnificent hand-rubbed cabinet of Sheraton design. Radio and Victrola features include all features of RCA Victrola Anniversary Model V-205. Also available with home recording as Anniversary Model VHR-407 at extra cost. Price includes package of 7 recording blanks. Designed for use with television and frequency modulation attachments.
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SAFETY DRIVE WINS ENTRIES AT McALLEN

Nearly 200 Employes Of Firms Compete

McALLEN — Twenty business firms listing 199 employees are signed up for the safety campaign being sponsored by the McAllen Lions club.

Eight new firms joined the move Saturday to decrease accidents in McAllen during 1941. Monthly meetings will be held for all members in the contest. One accident will eliminate the firm's opportunity to receive an award.

Chairman Herbert Gabbert of the safety drive committee announced the following new members and the number of employees: City State Bank and Trust company, 12; McAllen Motor company, 6; Railway Express, 4; Western Auto Supply, 3; McAllen Coca Cola Bottling works, 16; Goodrich Silvertown store, 5; Rado refinery, 12; and Edelstein's Better Furniture, 6.

Individuals who operate motor vehicles and who wish to enter the contest may leave their names with Gabbert at the Carpenter Chevrolet Company.

Plenty Labor

Brownsville WPA To Supply Job

BROWNSVILLE—Despite rumors to the contrary, there is sufficient local labor certified by the WPA to handle the Brownsville airport improvement project, City Manager Ben Freudenstein said Saturday.

The city manager said he had received numerous inquiries as to whether the size of the project would require more labor than is locally available.

"Because of the speed required in the completion of this project, a great deal of machinery is to be employed. The city also hopes to continue the present sanitary sewer project at the same time it is operating the airport job. There is ample labor certified to handle both projects," Mr. Freudenstein said.

Trade Committee At Donna Delays Meet For Poignee Rites

DONNA — The trade extension committee meeting of the Donna Chamber of Commerce was postponed until Tuesday, February 11, at 4 p. m., by order of Chairman George Wheelock, due to the funeral of Mrs. Augusta Poignee, a Donna pioneer.

Many important matters shuch as trade events for the later part of February and March will be discussed and Chairman Wheelock requests the presence of every member of the committee on Tuesday. The committee is composed of George Karam, vice chairman, Gordon Wood, Harold Vertrees, Albert Krammer, Mrs. J. H. Day, Juan Caceres, Archie Cox, Morgan Cole, B. C. Escobar, Bert Marley, Milton Evans, R. D. Ferris, Albert de la Garza, Mrs. Inez Boeye.

Mercedes Girls To Sweetheart Banquet

MERCEDES—Eighteen local Girl Reserves and their dates attended he Sweetheart Banquet in McAllen Friday night.

The girls were Misses Atteberry, Sidney Clarke, Ilene Neff, Anne Schmalzried, Marjorie Schwartz, Ella Werbiski, Nora Werbiski, Celia Dominquez, Delia Margaret Champion, Mary Louise Precopis, Lydia Saenz, Jean Kirkpatrick, Lorraine Schaeffer, Mildred Nebenzahl, Marguerite Manley, and Kathryn Schwarz.

Mexican Band To Be Charro Days Guest

BROWNSVILLE—Charro Days officials were assured Friday that either the Mexico City police band or the artillery band would be on hand for the big Brownsville celebration.

The internationally famous musical group was ordered Friday by the war department of Mexico to be on hand at Matamoros during the four-day celebration.

Reuben Martinez, chairman of Charro Days activities in Matamoros, reported to Robin M. Pate, president of Charro Days, Friday afternoon that he had received a telegram confirming the order.

Latin Would Rather Be Prisoner Of U.S.

BROWNSVILLE—A Latin-American who decided he would rather be in jail in the United States than a free man in Mexico walked into the sheriff's office here this week and gave himself up. He had escaped from the state penitentiary in 1936 on a murder sentence.

Sheriff Tom Morrison said Friday that the man sent his representatives across the river to arrange for his surrender and that state officers had been notified to come after him.

Girl Reserves Talk Before Civic Clubs

MERCEDES—As part of the Valley-wide Girl Reserve publicity campaign, several Mercedes G. R.'s made speeches explaining the organization, motives, and work of the Girl Reserves at local civic clubs.

Lane Smith spoke to the Lions Club Wednesday, Mildred Nebenzahl to the Kiwanis Club Thursday, and Jean Kirkpatrick to the P.-T. A. Thursday night.

Harlingen Tourists Elect Officers Of Club

At an organization party held at the Reese-Wil-Mond Hotel the three men pictured above were elected to head the Harlingen Tourist Club. Left to right they are: E. E. French of Franklin, Pennsylvania, secretary and retiring president; W. R. Broaddus, Blue Springs, Missouri, president; and T. C. Wilson of Ottawa, Illinois, vice president.

Members of Harlingen's Tourist Club pictured above won prizes in the shuffleboard tourney at San Benito's Stonewall Jackson Hotel. The men, left to right, Jack Raquet, Hopkins, Minnesota, and W. R. Johnson, Perry, Iowa, won first prizes. Second prizes were won by Mrs. Carl T. Wilson of Ottawa, Illinois, and Mrs. Frank G. Middleton of Casey, Illinois.

Lonesome Laddie, Left Behind By Draftee, Now Rallies After Blood Transfusion Donated By Mongrel

KANSAS CITY —(AP)— Lonesome Laddie showed Saturday he not only had devotion but determination as the 10-year-old Airedale rallied from a blood transfusion for an air trip to rejoin his soldier-master.

He took his first food since his arrival Thursday night enroute to Fort Ord, Calif., where his master, Everett Scott, is serving in Uncle Sam's army.

Laddie owed much to a mongrel German Shepard for his new grip on life. The mongrel was his blood donor after Laddie sank into a coma at a small animal hospital where he had been taken when he became too weak to continue the trip to the West coast.

The Airedale began wasting away soon after Scott joined the army three months ago and left him behind at Chanute, Kas. He dropped from 40 pounds to 25. He spurned food.

Friends made arrangements to have him hurried to his master on an airliner after Maj. Gen. Joseph W. Stillwell, commandant at Fort Ord, said it would be all right to send him.

Dr. H. W. Young said he thought Laddie would be strong enough to begin the trip late today, going at least as far as Albuquerque, N. M., where he probably will spend the night.

McAllen Doll Show Planned To Aid Bundles For Britain

McALLEN—The first doll show ever staged in the Valley will be a two-day Bundles for Britain benefit at the McAllen Chamber of Commerce auditorium.

In addition to the doll feature there will be a display of old costumes in charge of Mrs. N. Elizabeth Garnett.

The show will be held the night of February 22 and all day the following day.

Mrs. Doris R. Parsons of Lawrence, Kan., an authority and lecturer on old dolls, will be the judge. She will also exhibit her collection of dolls. The origin of one is said to be traced to the stone age.

Mrs. C. E. Phillips of Pharr will be a featured speaker at one session on "Ante-Bellum Days."

Assisting with the show are Mrs. Rogers Kelley of Edinburg, Mrs. D. F. Strickland of Mission, Mrs. W. W. Stewart of Pharr and Mrs. J. W. Ferguson of McAllen.

Awards will be given for 10 different classifications. The show is open for entry to the public.

At a meeting of the local Bundles for Britain executive board Friday at the Casa de Palmas Hotel the monthly report was given. One hundred pounds of warm clothing and 52 knitted garments were shipped abroad last month by the local chapter. To date there are 21 knitted garments ready for shipment made by 25 McAllen women who are doing Bundles knitting. The executive board acknowledged a donation of $12 from the Rio Grande Valley Gas Company service crew.

Attending the meeting were Mesdames J. W. Ferguson, G. Van Amber Brown, E. A. Polzin, Jeanette Pride, T. J. Chidlow, T. K. Barton and W. W. Holmes.

PIONEER CLUB ELECTS HEADS

F. C. Whittlesey To Head Valley Unit

MISSION—Officers of the Mission Pioneer Club were elected Thursday night at the winter meeting of the unique organization, held in the Legion hall. Other features included presentation of an entertainment program and a special period set aside for reminiscences of early days in Mission. Membership in the organization is limited to "old-timers" who have lived in Mission since 1914.

F. C. Whittlesey was re-elected president of the organization. Other officers elected were T. A. Humason, vice president; Mrs. L. L. Tryon, secretary-treasurer; Mrs. A. J. Shary, program chairman. Members of the executive committee are Mr. and Mrs. W. H. Douglass, Mr. and Mrs. O. S. Perkins, and Mrs. F. C. Whittlesey, with the elected officers.

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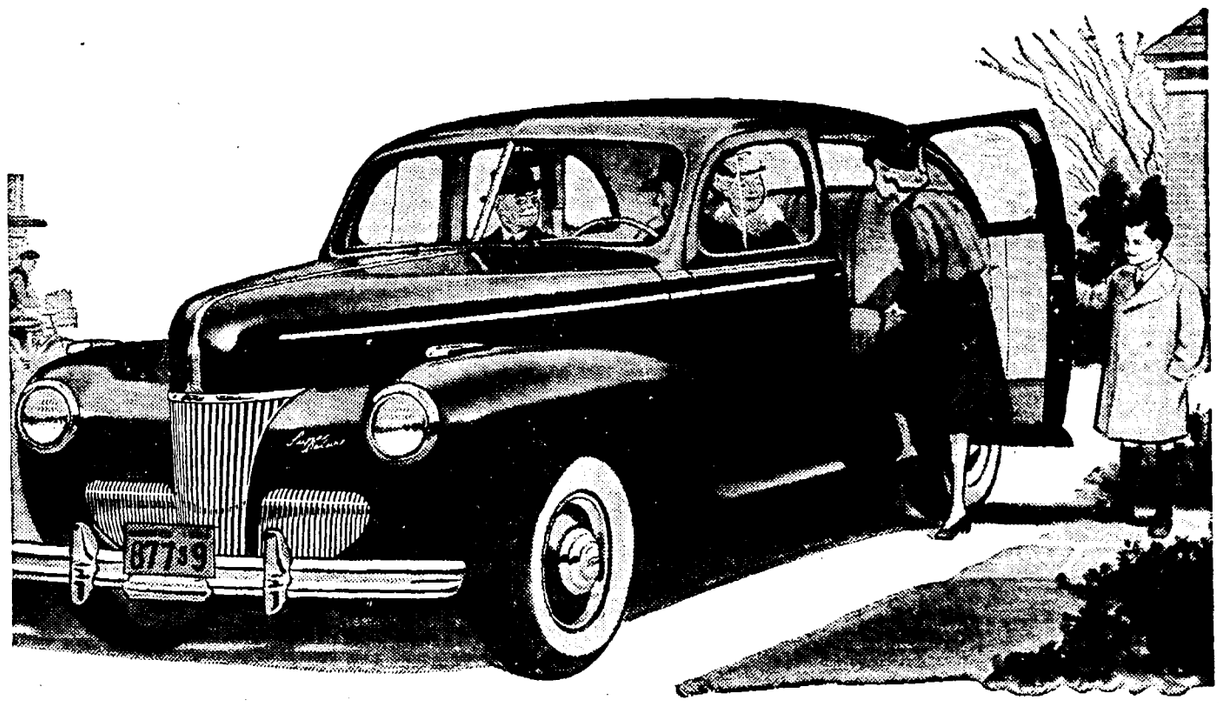
You'll find news at your Ford dealer's that is really worth your while! News in comfort. News in value and smooth performance. And in a "deal" that you'll find easy to take!



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PIPKIN-MANSKE MOTORS
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SAFETY DRIVE WINS ENTRIES AT McALLEN

Nearly 200 Employes Of Firms Compete

McALLEN — Twenty business firms listing 199 employees are signed up for the safety campaign being sponsored by the McAllen Lions club.

Eight new firms joined the move Saturday to decrease accidents in McAllen during 1941. Monthly meetings will be held for all members in the contest. One accident will eliminate the firm's opportunity to receive an award.

Chairman Herbert Gabbert of the safety drive committee announced the following new members and the number of employees: City State Bank and Trust company, 12; McAllen Motor company, 6; Railway Express, 4; Western Auto Supply, 3; McAllen Coca Cola Bottling works, 16; Goodrich Silvertown store, 5; Rado refinery, 12; and Edelstein's Better Furniture, 6.

Individuals who operate motor vehicles and who wish to enter the contest may leave their names with Gabbert at the Carpenter Chevrolet Company.

Plenty Labor

Brownsville WPA To Supply Job

BROWNSVILLE—Despite rumors to the contrary, there is sufficient local labor certified by the WPA to handle the Brownsville airport improvement project, City Manager Ben Freudenstein said Saturday.

The city manager said he had received numerous inquiries as to whether the size of the project would require more labor than is locally available.

"Because of the speed required in the completion of this project, a great deal of machinery is to be employed. The city also hopes to continue the present sanitary sewer project at the same time it is operating the airport job. There is ample labor certified to handle both projects," Mr. Freudenstein said.

Trade Committee At Donna Delays Meet For Poignee Rites

DONNA — The trade extension committee meeting of the Donna Chamber of Commerce was postponed until Tuesday, February 11, at 4 p. m., by order of Chairman George Wheelock, due to the funeral of Mrs. Augusta Poignee, a Donna pioneer.

Many important matters shuch as trade events for the later part of February and March will be discussed and Chairman Wheelock requests the presence of every member of the committee on Tuesday. The committee is composed of George Karam, vice chairman, Gordon Wood, Harold Vertrees, Albert Krammer, Mrs. J. H. Day, Juan Caceres, Archie Cox, Morgan Cole, B. C. Escobar, Bert Marley, Milton Evans, R. D. Ferris, Albert de la Garza, Mrs. Inez Boeye.

Mercedes Girls To Sweetheart Banquet

MERCEDES—Eighteen local Girl Reserves and their dates attended he Sweetheart Banquet in McAllen Friday night.

The girls were Misses Atteberry, Sidney Clarke, Ilene Neff, Anne Schmalzried, Marjorie Schwartz, Ella Werbiski, Nora Werbiski, Celia Dominquez, Delia Margaret Champion, Mary Louise Precopis, Lydia Saenz, Jean Kirkpatrick, Lorraine Schaeffer, Mildred Nebenzahl, Marguerite Manley, and Kathryn Schwarz.

Mexican Band To Be Charro Days Guest

BROWNSVILLE—Charro Days officials were assured Friday that either the Mexico City police band or the artillery band would be on hand for the big Brownsville celebration.

The internationally famous musical group was ordered Friday by the war department of Mexico to be on hand at Matamoros during the four-day celebration.

Reuben Martinez, chairman of Charro Days activities in Matamoros, reported to Robin M. Pate, president of Charro Days, Friday afternoon that he had received a telegram confirming the order.

Latin Would Rather Be Prisoner Of U.S.

BROWNSVILLE—A Latin-American who decided he would rather be in jail in the United States than a free man in Mexico walked into the sheriff's office here this week and gave himself up. He had escaped from the state penitentiary in 1936 on a murder sentence.

Sheriff Tom Morrison said Friday that the man sent his representatives across the river to arrange for his surrender and that state officers had been notified to come after him.

Girl Reserves Talk Before Civic Clubs

MERCEDES—As part of the Valley-wide Girl Reserve publicity campaign, several Mercedes G. R.'s made speeches explaining the organization, motives, and work of the Girl Reserves at local civic clubs.

Lane Smith spoke to the Lions Club Wednesday, Mildred Nebenzahl to the Kiwanis Club Thursday, and Jean Kirkpatrick to the P.-T. A. Thursday night.

Harlingen Tourists Elect Officers Of Club

At an organization party held at the Reese-Wil-Mond Hotel the three men pictured above were elected to head the Harlingen Tourist Club. Left to right they are: E. E. French of Franklin, Pennsylvania, secretary and retiring president; W. R. Broaddus, Blue Springs, Missouri, president; and T. C. Wilson of Ottawa, Illinois, vice president.

Members of Harlingen's Tourist Club pictured above won prizes in the shuffleboard tourney at San Benito's Stonewall Jackson Hotel. The men, left to right, Jack Raquet, Hopkins, Minnesota, and W. R. Johnson, Perry, Iowa, won first prizes. Second prizes were won by Mrs. Carl T. Wilson of Ottawa, Illinois, and Mrs. Frank G. Middleton of Casey, Illinois.

Lonesome Laddie, Left Behind By Draftee, Now Rallies After Blood Transfusion Donated By Mongrel

KANSAS CITY —(AP)— Lonesome Laddie showed Saturday he not only had devotion but determination as the 10-year-old Airedale rallied from a blood transfusion for an air trip to rejoin his soldier-master.

He took his first food since his arrival Thursday night enroute to Fort Ord, Calif., where his master, Everett Scott, is serving in Uncle Sam's army.

Laddie owed much to a mongrel German Shepard for his new grip on life. The mongrel was his blood donor after Laddie sank into a coma at a small animal hospital where he had been taken when he became too weak to continue the trip to the West coast.

The Airedale began wasting away soon after Scott joined the army three months ago and left him behind at Chanute, Kas. He dropped from 40 pounds to 25. He spurned food.

Friends made arrangements to have him hurried to his master on an airliner after Maj. Gen. Joseph W. Stillwell, commandant at Fort Ord, said it would be all right to send him.

Dr. H. W. Young said he thought Laddie would be strong enough to begin the trip late today, going at least as far as Albuquerque, N. M., where he probably will spend the night.

McAllen Doll Show Planned To Aid Bundles For Britain

McALLEN—The first doll show ever staged in the Valley will be a two-day Bundles for Britain benefit at the McAllen Chamber of Commerce auditorium.

In addition to the doll feature there will be a display of old costumes in charge of Mrs. N. Elizabeth Garnett.

The show will be held the night of February 22 and all day the following day.

Mrs. Doris R. Parsons of Lawrence, Kan., an authority and lecturer on old dolls, will be the judge: She will also exhibit her collection of dolls. The origin of one is said to be traced to the stone age.

Mrs. C. E. Phillips of Pharr will be a featured speaker at one session on "Ante-Bellum Days."

Assisting with the show are Mrs. Rogers Kelley of Edinburg, Mrs. D. F. Strickland of Mission, Mrs. W. W. Stewart of Pharr and Mrs. J. W. Ferguson of McAllen.

Awards will be given for 10 different classifications. The show is open for entry to the public.

At a meeting of the local Bundles for Britain executive board Friday at the Casa de Palmas Hotel the monthly report was given. One hundred pounds of warm clothing and 52 knitted garments were shipped abroad last month by the local chapter. To date there are 21 knitted garments ready for shipment made by 25 McAllen women who are doing Bundles knitting. The executive board acknowledged a donation of $12 from the Rio Grande Valley Gas Company service crew.

Attending the meeting were Mesdames J. W. Ferguson, G. Van Amber Brown, E. A. Polzin, Jeanette Pride, T. J. Chidlow, T. K. Barton and W. W. Holmes.

PIONEER CLUB ELECTS HEADS

F. C. Whittlesey To Head Valley Unit

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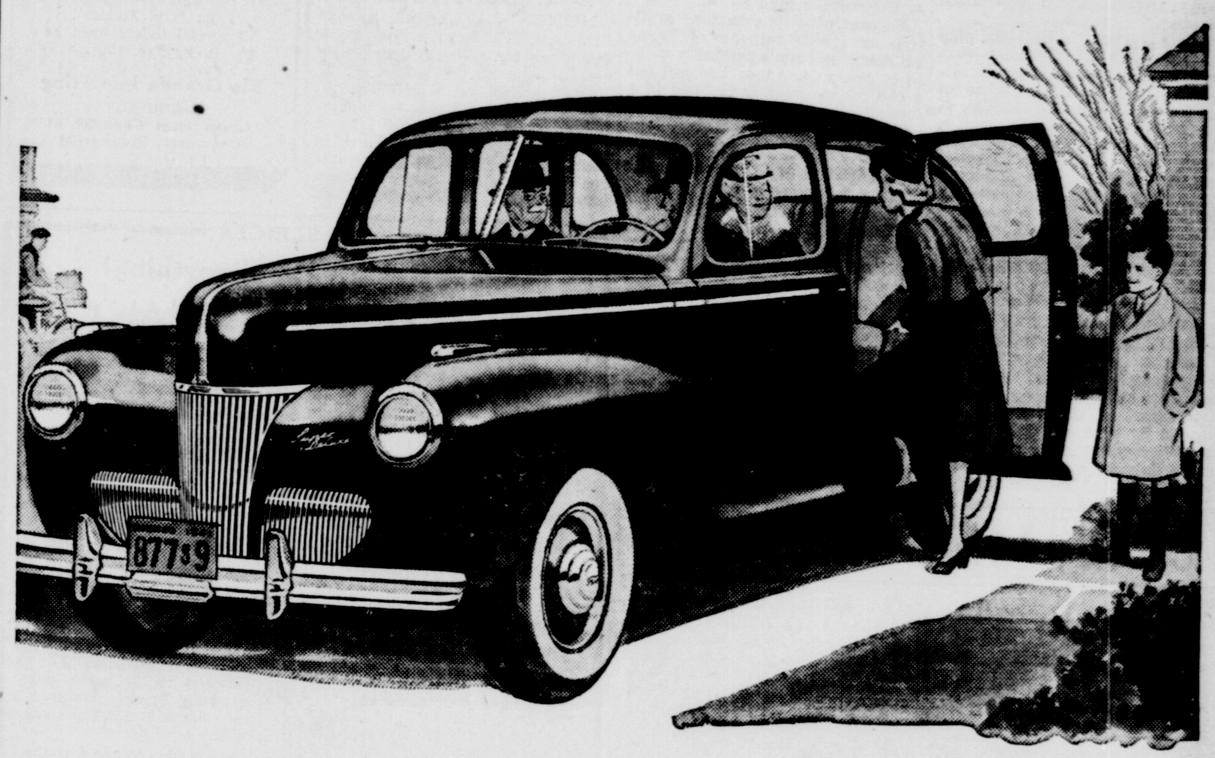

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HARLINGEN McALLEN

PIPKIN-MANSKE MOTORS
BROWNSVILLE PHONE 868

MEDLEY MOTOR CO.
HIGHWAY AT ILLINIOS WESLACO PHONE 15

CHARROS AND CHINAS FETE DRAFT BOYS

Volunteers To Have Sendoff Party

BROWNSVILLE—Charros, Chinas and bandidos will whoop up the departure Sunday night of eight volunteer selectees who will begin their year of active army service Monday morning at Fort Sam Houston in San Antonio.

The Brownsville youths, composing the city's fourth call, will leave at 9 a. m. at the Missouri Pacific station. Members of the Charro Days committee, representatives of the city's service clubs and veterans' organizations, will see them off. Those planning to be at the depot were asked to come in costume.

An original compositon, "The National Defense March," written by two Brownsville musicians—Frank Alvarez and Jesus Carillo—will be played by a string quartet. The march has been dedicated to the local draft board.

A private dinner was held for the volunteers Saturday night at the White Kitchen Cafe.

The youths entering the army are Antonio G. Garcia; Juan Trevino Jauregui, Gilberto Torres, John Austin Ellington, David Judson Lloyd, Ramon Solis, Vincente Garcia Perez and Pablo Munoz.

BIG PATRIOTIC MEET PLANNED

Washington, Lincoln To Be Honored

McALLEN—There will be a joint celebration of the birthdays of Abraham Lincoln and George Washington presented by the tourist department of the McAllen Chamber of Commerce at the C. C. auditorium Wednesday, February 12, at 7:30 p.m.

The program will be dedicated especially to tourists from Illinois, Kentucky and Virginia birth places and early homes of the early American presidents.

The principal speech will be made by Chamber Manager Paul T. Vickers on "Exemplified Americanaism." C. D. Martin, McAllen American Legion post commander, will speak briefly on "National Defense" and James Beakey, Veterans of Foreign Wars commander, will talk on "Contemporary Patriotism."

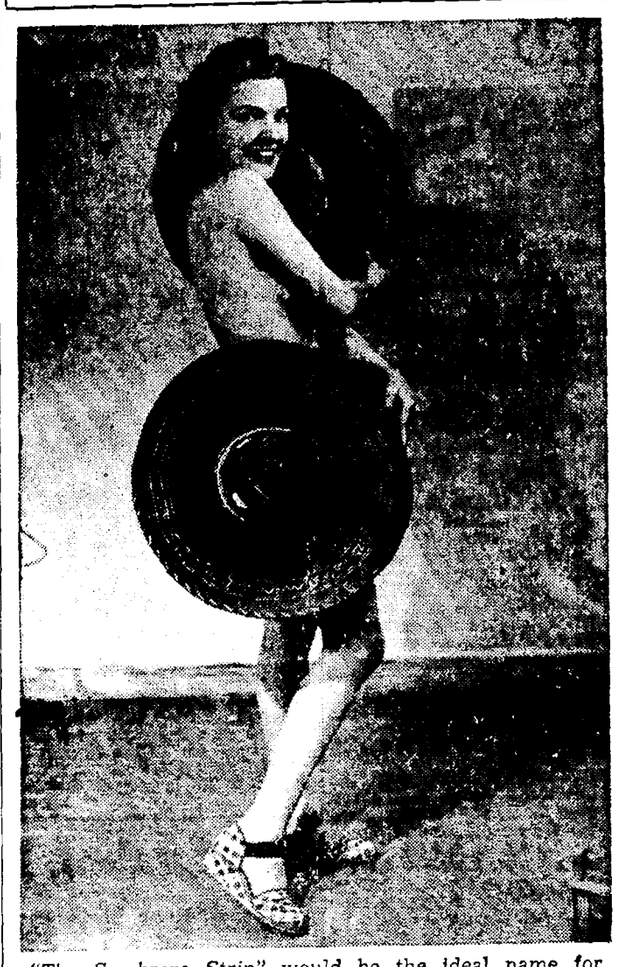
Man Is Fined $100 For Drunkenness

EDINBURG—A fine of $100 and costs was levied on Brigido Reyes of Edinburg Saturday by Justice of the Peace T. E. Jasperson after Reyes' arrest on a charge of drunkenness Friday night. Deputy Sheriff Roy Teer was the arresting officer. Reyes was confined to the county jail when he was unable to pay the fine. Officert subdued Reyes after a short scuffle as they were taking him to the jail.

New Oil Pamphlets Are Now Available

McALLEN—Copies of "Important Facts About Texas Oil," distributed by the Midcontinent Oil and Gas Association, may be obtained free of charge at Valley chambers of commerce this week, McAllen chamber officials said.

The Sombrero Strip



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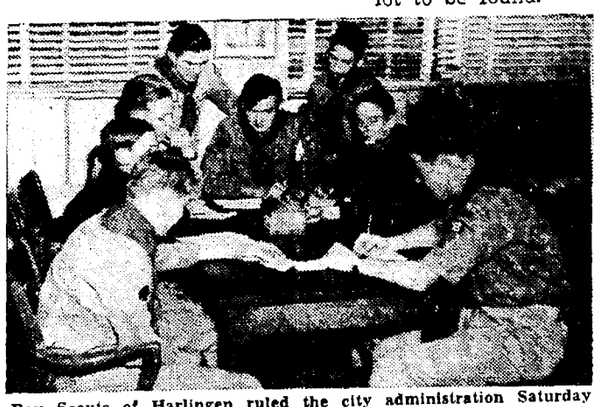

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Bring The Children, To!

Just because you have small children, don't miss this outstanding Sunday Dinner. We'll see that the children are well taken care of.

75c Madison Special 6-Course Table D'Hote Dinner De Luxe 75c

Served from 12:00 Noon Until 8:30 P. M.

Fresh Genuine Bluepoint Oysters on Half Shell
Chopped Fruit, Papaya or Jumbo Gulf Shrimp Cocktail
Chilled Grape, Pineapple, Prune, Apple, Tomato or V-8 Juice
Stuffed Egg a la Russe
Glass Wine Included
Celery Hearts Radishes Olives

SOUPS

Chicken Okra Gumbo Essence of Tomato en Tasse

ENTREES

Broiled Red Salmon Steak, Anchovy Butter
Grilled Tenderloin of Red Snapper, Maitre D'Hotel
Roast Young Chicago Turkey, Old Southern Dressing
Special K. C. (10 oz.) Sirloin Steak, Fresh Mushrooms
Individual Speckled Beauty Trout Saute, Meuniere
Assorted Cold Meats, with Chicken, Potato Salad
Fried Half Milk Fed Chicken, Dixie Corn Hoe Cake
Two Star Lamb Chops en Casserole, Jardenere
Omelette with Chicken Livers, Caruso

Choice of Two Vegetables

Garden Spinach, New Green Beans, Carrots Vichey, Corn O'Brien
Boiled en Jacket, Duchess Caboret or Idaho Baked Potato
Golden Gate Salad

DESSERTS

Pineapple Cream Layer Cake, Apple,
Peach, Strawberry or Egg Nog Pie with Whipped Cream,
Fresh Strawberry Parfait, Chocolate or Vanilla Ice Cream,
Pineapple Sherbet, Roquefort Cheese, Toasted Crackers,
Sliced Bananas, Prunes, Apricots, Green Gage Plums,
Royal Anne Cherries, Kadoka Figs, Melba Peach

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MADISON HOTEL COFFEE SHOP

HARLINGEN

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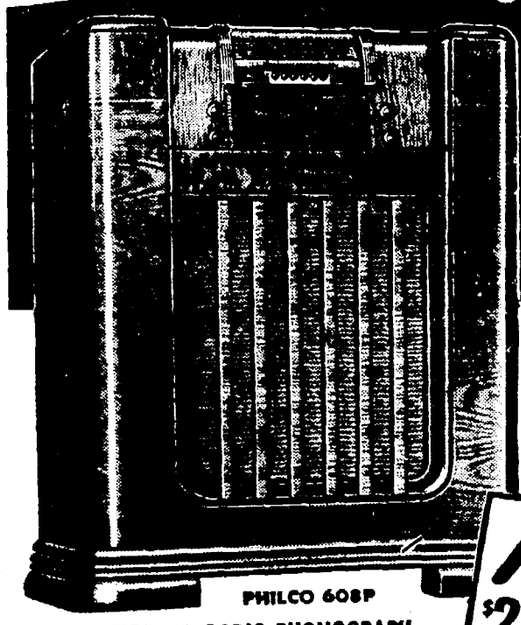
CELEBRATING THE *15 Millionth* PHILCO



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CHARROS AND CHINAS FETE DRAFT BOYS

Volunteers To Have Sendoff Party

BROWNSVILLE—Charros, Chinas and bandidos will whoop up the departure Sunday night of eight volunteer selectees who will begin their year of active army service Monday morning at Fort Sam Houston in San Antonio.

The Brownsville youths, composing the city's fourth call, will leave at 9 a. m. at the Missouri Pacific station. Members of the Charro Days committee, representatives of the city's service clubs and veterans' organizations, will see them off. Those planning to be at the depot were asked to come in costume.

An original compositon, "The National Defense March," written by two Brownsville musicians—Frank Alvarez and Jesus Carillo—will be played by a string quartet. The march has been dedicated to the local draft board.

A private dinner was held for the volunteers Saturday night at the White Kitchen Cafe.

The youths entering the army are Antonio G. Garcia; Juan Trevino Jauregui, Gilberto Torres, John Austin Ellington, David Judson Lloyd, Ramon Solis, Vincente Garcia Perez and Pablo Munoz.

BIG PATRIOTIC MEET PLANNED

Washington, Lincoln To Be Honored

McALLEN—There will be a joint celebration of the birthdays of Abraham Lincoln and George Washington presented by the tourist department of the McAllen Chamber of Commerce at the C. C. auditorium Wednesday, February 12, at 7:30 p.m.

The program will be dedicated especially to tourists from Illinois, Kentucky and Virginia birth places and early homes of the early American presidents.

The principal speech will be made by Chamber Manager Paul T. Vickers on "Exemplified Americanaism." C. D. Martin, McAllen American Legion post commander, will speak briefly on "National Defense" and James Beakey, Veterans of Foreign Wars commander, will talk on "Contemporary Patriotism."

Man Is Fined $100 For Drunkenness

EDINBURG—A fine of $100 and costs was levied on Brigido Reyes of Edinburg Saturday by Justice of the Peace T. E. Jasperson after Reyes' arrest on a charge of drunkenness Friday night. Deputy Sheriff Roy Teer was the arresting officer. Reyes was confined to the county jail when he was unable to pay the fine. Officers subdued Reyes after a short scuffle as they were taking him to the jail.

New Oil Pamphlets Are Now Available

McALLEN—Copies of "Important Facts About Texas Oil," distributed by the Midcontinent Oil and Gas Association, may be obtained free of charge at Valley chambers of commerce this week, McAllen chamber officials said.

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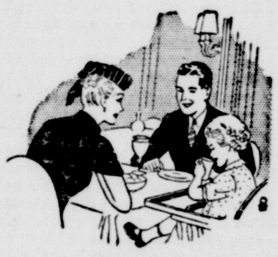

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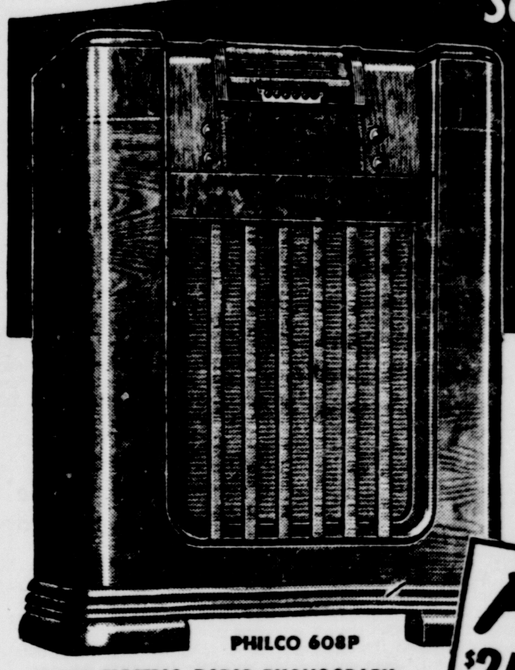

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FREE! $25 PHILCO HOME RECORDING UNIT
Record voices of family and friends, make permanent records of radio programs, mail "voice letters"! This $25 value FREE with any Philco Photo-Electric Radio-Phonograph!
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McAllen Mission Edinburg Rio Grande City

Little Fires 'Incredible' Round To Lead Texas Open Field

STAR-MONITOR-HERALD

SPORTS

Page 10 — E. C. "DOC" OSBORN, Sports Editor — Sunday, February 9, 1941

DUG OUTA The SPORTS BAG!

By E.C. Doc OSBORN

SAN ANTONIO—We can think of no better way to start this column than to say that we drove through snow Saturday morning. That statement should give all the doubters of the veracity of our outbursts a chance to say, "Well we always said that guy was nuts."

Early Saturday morning we left Harlingen to take in a couple of days of the Texas Open. When we arrived near Pleasanton we not only saw snow on the ground, but were forced to keep the windshield wiper going at full speed. Its okeh with us if you don't believe it. If you ask us, we don't either. After some 13 years in the Rio Grande Valley and seeing quite a few other spots of Texas, we saw snow for the first time in the grand old state. We were not upset because we were raised on it.

Meets Dutch Creagher

Despite all this hazard we arrived and headed for the open.

First off we ran into "Dutch" Creagher, Topper Rigney and Woods Christian. This slowed us up a bit, but we finally arrived at the Willow Springs Golf Course and began our trek through the mud.

A three o'clock engagement brought Fred J. Corcoran, professional golf association tournament manager. Together with Waldon Haynes, manager of the Harlingen Golf Course, Hill Cocke, Monty Colvin, Al Polzin, Ed Brady and the writer. And the conversation was all about staging a Rio Grande Valley Grapefruit Open in Harlingen in 1942.

Valley Has Chance

Corcoran let it be known that he was more than willing to include Harlingen on the schedule if it was at all possible to arrange the dates. This means that the Valley stands an excellent chance of seeing all the top shot makers in action either in December or February. It is just a question of whether the dates will be as the pros make their trip to the West Coast or whether they will be when they come back on their way to the East Coast.

And of course there is the little matter of deciding whether the Valley will be ready and willing to meet the guarantee the pros demand.

Following this we had quite a long conversation with Clifford H. Buck of Dallas, who is in charge of the Texas tour of Miss Patty Berg. Patty, as you know, will give an exhibition at the Harlingen course early in March, and to let you in on a little secret, the Harlingen appearance of Patty is the first she has ever made since turning pro, before any group except one from a high school or college.

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Then we moved over into the locker room where all the big golfers have to hang out until they get into their street clothes.

The first fellow we ran into was Jimmy Demaret. And of course he had to come up with one of the best cracks of the day. Jimmy said that they should have called the San Antonio course the "Wallow" Springs, not Willow Springs. And if you don't think that Jimmy about called the turn, you have another guess coming. That mud was really some mud.

Then we talked to Lawson Little who had just shot the greatest round in his golfing career. His 62 Saturday just about left everybody groggy, and he said he was also.

Sees Baseball Mogul

Sitting over on another bench was Henry Pickard who played the Harlingen course with Craig Wood in an exhibition match a couple of years ago. He let it be known that he looked forward to a chance to come to the Valley again and hoped that an open would be held there.

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And with that we look forward to quite a day in the finals of the open.

9 Under Par Shot During Freak Storm

Snow And Slush Fail To Halt Wizard

By FELIX R. McKNIGHT

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Ill luck on the last four holes cost Hogan a chance to take the lead, despite Little's wizardry. Bogies caught him at the 15th, 16th and 17th holes, a lost ball in deep grass in the rough causing his grief at the 15th.

Nine one-putt greens, every one for a birdie, were included in Little's perfect round of golf. He hit every gren in par figures, used only 27 putts.

Pudgy Ed (Porky) Oliver of Hornell, N. Y., posted a respectable par 71 in the muck, stroked his chin when Little's last put rattled the cup and commented:

"The most perfect round of golf I have ever seen played—under any conditions."

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Snead Tied At Third

Tied for third position at 140 were Johnny Dawson, the Hollywood amateur whose 68 led the field Friday, and Slammin' Samuel Jackson Snead, Hot Springs, Va. Snead came tearing in with a 68 to bracket with Friday's 72.

Lloyd Mangrum of Oak Park, Ill., was around in 68 for a 141 total. One shot behind him was National P.G.A. Champion Byron Nelson of Toledo, Ohio, with a pair of 71s.

Back to 144 the field jumped, a group that included Clayton Heafner, Linville, N. C.; Bud Williamson, Ft. Wayne, Ind.; Viv Chezzi, Deal, N. J., and Emery Zimmerman, Portland, Ore.

Other Scores Included

Tod Menefee, San Antonio, 71-74—145.

Ralph Guldahl, Chicago, Ill., 71-74—145.

Willie Goggin, Miami, Fla., 74-71—145.

Jim Demaret, Houston, Tex., 73-72—145.

John Revolta, Evanston, Ill., 73-72—145.

Henry Ransom, Fort Worth, Tex., 74-71—145.

Ed Dudley, Bala, Pa., 73-72—145.

Dick Metz, Oak Park, Ill., 70-75—145.

E. J. Harrison, Little Rock, Ark., 72-74—146.

Jim Thomson, Chicopee, Mass., 73-73—146.

Phillip George, Austin, Tex., 72-74—146.

Second Round Scores

Ed Brady, Sr., San Benito, 79-78—160.

Zell Eaton, Brownsville, withdrew.

Joe Worthington, Jr., Kingsville, withdrew.

Tucker Bowles, McAllen, 81-75—156.

J. L. Stone, McAllen, withdrew.

Rice Is Facing Tough Schedule

HOUSTON — (AP) — Games with three Louisiana teams — Tulane, Louisiana State and Centenary from the intersectional character of Rice Institute's 1941 football schedule, announced Saturday.

The Owls open with Sam Houston State Teachers College, a small school team which upset Rice the last time they met, in 1939.

The complete schedule:

Oct. 4—Sam Houston at Houston (night).

Oct. 11—Tulane at Houston.

Oct. 18—Louisiana State at Baton Rouge (night).

Oct. 25—Texas at Austin.

Nov. 1—Centenary at Houston.

Nov. 8—Arkansas at Houston.

Nov. 15—Texas A. and M. at Houston.

Nov. 22—Texas Christian at Fort Worth.

Nov. 29—Baylor at Houston.

Dec. 6—Southern Methodist at Dallas.

It has not been determined whether the Tulane game will be played day or night

Averill Is Released By Detroit's Tigers

DETROIT—(AP)—The Detroit Tigers Saturday announced the outright release of veteran Earl Averill, 37-year-old utility man, to make a place on the roster for Walter "Hoot" Evers, newly-signed 19-year-old outfielder.

For some time Averill had known his playing days were near an end. "I'm only good for four or five more years," he declared in 1938.

If he does not stay in baseball, Averill is expected to concentrate on his florist's business at Snohomish, Wash.

Robertson Is Named Texas Relays Chief

AUSTIN—(AP)—Lawson Robertson, director of the famed Penn Relays and coach of American Olympic teams in 1928, '32 and '36, will be head referee of the 14th Texas Relays, April 5, Director Clyde Littlefield, University of Texas track mentor, announced Saturday.

National Loop Drum Beater Gloats Over '40 Success And '41 Outlook

By DILLON GRAHAM
Sports Editor, AP Feature Service

NEW YORK—Mr. Bill Brandt is happy this winter.

This is unusual because he's generally dodging jibes and running away from sneers at this time of the year.

You see, Bill is publicity director for the National League. And if you know your baseball you'll recall that the Nationals also ran in the World Series from 1935 through 1939. Bill began press agenting the Nationals at the start of that '35 season and so has had nothing but woe and misery every winter.

Then, to the surprise of many (but not Bill), the Cincinnati Reds beat Detroit in the 1940 series. People began speaking to Bill again as though he represented something more than a group of sandlot clubs. So you can see why Bill is enjoying his lot this winter.

He is bubbling over, too, with enthusiasm for the rookie crop coming up this spring.

"Why, gosh," he said, shifting an underslung pipe to the port side of his mouth, "the new men all the way around the league look so good the whole picture of the pennant race may have to be revised by June 1.

"I have the Reds on my list as favorites, because the Reds have strengthened right in stride with their contenders."

Are there any special rookies to watch during spring training?

"Sure," Brandt said. "There are battles for key spots on several clubs. At almost every camp there are one or two rookies whose success would especially benefit his club."

Brandt recited a list of eight and here they are:

BOSTON: Henry "Heeney" Majeski, a third baseman, may give the Bees the punch they need. He was Newark's No. 1 hitter all last season and was the batting king of the 1940 Little World Series with .478.

LOU NOVIKOFF
An oil field worker this winter

BROOKLYN: The Dodgers can use more power, too, and they may get it from Alexis Kampouris. This second baeker, who was in the majors for awhile, hit 36 homers, more than any other Newark player in history.

CHICAGO: The Cubs have the most ballyhooed National recruit in Lou Novikoff, the "mad Russian," from Los Angeles. This harmonica-playing comedian led the Pacific Coast in batting, home runs and runs batted in and should be quite a present for Jimmy Wilson, the Cubs' new manager.

CINCINNATI: The Reds need an A-1 southpaw pitcher and they may have found him in Bob Logan. He won 18 games for Indianapolis in the American Association and seems about ready for the majors now after previous short trials with the Dodgers and Cubs.

NEW YORK: The Giants picked an ace. . . . Ace Adams of Nashville. He was the Southern Association strikeout king and won two of the four games the Vols took from Houston in the Dixie Series.

PHILADELPHIA: The Phillies need a blaster probably more than any other club and they apparently got one in Nick Etten, Nick, a first baseman, was the runs-batted-in leader in the fast International League with 128.

PITTSBURGH: A southpaw from Seattle may be a big addition to the Pirates' pitching corps. Aldon Wilkie hurled one string of 54 innings last year in which only six runs were registered against him.

ST. LOUIS: The Cards have a fine crop of young pitchers but the chap likely to be most important in their book is a catcher, Walker Cooper. Cooper, up from Columbus, hit .302. He and Morton Cooper bring the majors another brother battery.

Bill has been around a long time and should know a good rookie when he sees one.

He won't be pinned down to prophesy whether the National League will win the next World Series but, he says, "the team that wins the pennant will be stronger than the 1940 Reds . . . and they were strong enough to win the series."

Which sort of gives you an idea of how Mr. Brandt feels.

Charro Days Rodeo Events To Be Best Ever Offered

BROWNSVILLE—A total of $2250 will be used to finance the spectacular Charro Days Rodeo this year, according to announcement Saturday by the committee in charge, which has just completed the program.

This includes more than $450 in cash prize money in the competitive events, funds for contractual entertainment events, and monies for the bulls, steers, horses, calves and other stock, in addition to expenditures for handling, management and the like.

The rodeo is to be easily the most impressive event of its kind ever held in this section, and it is to be produced by one of the outstanding rodeo men of the nation, Col. W. T. (Zack) Miller, famed in Madison Square Gardens and elsewhere where rodeos are held.

The program was released there by the committee, which includes Fausto Yturria, John Puckett and George Aziz. It shows purses of $75 each for six of the 12 events on each rodeo card, and in addition to this prize money there will be money from entrance fees, which will be split 50, 30 and 20 among the winners.

Yturria and Colonel Miller are now in the central part of the state arranging details for the various contestants.

Some of the events listed are wild mule riding, calf roping, trick and fancy roping by the Mexico City Charros, bronc riding and Indian War Dances by a group of full-blooded Oklahoma Indians, steer bull dogging, wild cow milking and bull riding.

Arrangements for the Charro trick and fancy ropers from Mexico City were made by Yturria. Colonel Miller signed the 15 full-blooded Indians from Oklahoma, who came here straight from a reservation there, and who will do some fancy riding and roping, in addition to staging a dramatic attack on a stage coach of the old days.

The rodeo is to be given Friday, February 21, both afternoon and evening, and again Saturday at 2:30 p.m. at Tucker Field.

Paraffin Face Not Hindering Cardinal Hot Corner Holder

ORLANDO, Fla.—(AP)—A paraffin face will front for Jimmy Brown come April and the St. Louis Cardinals' race for the National League pennant.

A sizzling grounder hit Brown in the face last summer. Surgeons removed more than 100 pieces of shattered bone, rebuilding with paraffin the bridge of the nose and antrun surface.

The North Carolinian who may take over Pepper Martin's old post at third base, isn't gun shy about going back to the hot corner.

"It's all right with me," he said.

Touchstone Traded To Oklahoma City

DALLAS—(AP)—Clayland Touchstone, leading pitcher for the Dallas Rebs in 1939, but unable to break even in victories last season, has beent traded for Oklahoma City's Otho Nitcholas, Rebel President George Schepps announced Saturday.

Baylor Coaching Berth Still Open

WACO—(AP)—There were no new developments in the quest for the new Baylor football coach Saturday, but President Pat M. Neff said he was hoping a selection could be made within the next few days.

Neff said a large number of applications from men in Texas and all over the country had come in since Morley Jennings resigned his post Thursday. These will be turned over to the athletic committee of the Baylor Board of Trustees and they will discuss the situation at their next meeting.

The Baylor president declined the opportunity to make public the names of the applicants, and said the job was still wide open. Town talk was that Jack Sisco, former Baylor star and North Texas Teacher coach, still headed the list of applicants.

Vanderbilt Sees All-America Race

BALTIMORE—(AP)—The Maryland Jockey Club moved Saturday to make the Pimlico Special a "super" horse race, bringing together the winners of 24 of the richest and sportiest events in the country for ana "All-America" contest.

Under plans announced by Alfred Gwynne Vanderbilt, Jockey Club president, the winners of 12 of the leading fixtures for three-year-olds and 12 of the most important stakes for older horses will automatically become eligible for the special.

Thus, the "Dream Race" which Vanderbilt has been steadily promoting since 1937 will assume the status of a real national championship event.

CUB SCOUTS MEET

SAN JUAN—The San Juan Cub Scout meeting was held Tuesday evening at the community hall with a large attendance of cubs and parents. Wolf badges were awarded to Charles Ruby, Clifford Partain, Dennis Riddle, Tommie Reichert, and Jimmy Davis. Clifford Partain also received a gold arrow.

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SUITS and SLACKS
REASONABLY PRICED
Phone McAllen 552 for appointment to see new 1941 Spring and Fall patterns.

Cubs Buy Share Of Tulsa Oilers

TULSA, Okla—(AP)—The Chicago Cubs have purchased a substantial interest in the Tulsa Oilers of the Texas League. Don Stewart, president of the Ooilers, announced Saturday night.

The Cubs purchased 49 1-2 shores of stock from the estate of the late Art Griggs, former Oiler president, for an undisclosed price. Stewart retains 50 1-2 shares and remains in control of the Tulsa team as president and general manager.

"We will not be, in any sense of the word, a Chicago farm," Stewart said. "The Cubs merely become partners in the Tulsa baseball team and players belonging to our team will be Tulsa property."

Last year the Chicago National League team entered a working agreement with the Oilers. The Cubs sent their coach, Roy Johnson, to Tulsa as manager and for a time during the season farmed out Dizzy Dean to Tulsa in the hope that the southwest's burning sun would put new spark in his pitching flipper.

And while Diz' arm grew stronger, his drawing power sweetened the Oilers till with the merry music of more cash.

Stewart said the Oilers would continue to work closely with the Cubs and with Los Angeles, another Wrigley club.

GUEST IN MISSION

SHARYLAND—Mrs. E. B. Myers of Mangum, Okla., is the guest this week of her mother, Mrs. W. W. Monroe, and sister, Mrs. Fred Dayton, at their home on North Taylor Road. When Mrs. Myers leaves later this week, Mrs. Monroe will accompany her and spend some time at her home in Wellington, Tex. They will stop in Dallas en route home for several days on business.

Schoolboys' Grid Teams Are Classed

106 Teams Will Play In Class AA

By The Associated Press

One hundred and six teams—an increase of two over last year—will play in the class AA division of Texas schoolboy football in 1941 under tentative assignments announced Saturday.

Three new schools—Colorado, Ennis and Livingston—go into the interscholastic league's highest division, while one—Harlandale (San Antonio)—is dropped to class A.

Colorado will play in the old Oil Belt, District 3.

Ennis goes into District 10, the Central Texas sector, and Mexia transfers into this district from district 12.

Livingston Is Back

Livingston, a member of the top division year before last, but in class A last season, returns to class AA next fall, playing in district 12.

Class A in 1941 will carry 302 teams and class B 267. Assignments for six-man football have not been announced by Athletic Director R. J. Kidd.

Next fall they will line up like this in class AA:

District 1—Amarillo, Borger, Lubbock, Pampa, Plainview.

District Teams Listed

District 2—Burkburnett, Childress, Electra, Graham, Olney, Quanah, Vernon, Wichita Falls.

District 3—Abilene, Big Spring, Colorado, Lamesa, Midland, Odessa, San Angelo, Sweetwater.

District 4—Austin (El Paso), Bowie (El Paso), El Paso High, Ysleta.

District 5—Bonham, Denison, Gainesville, Paris, Sherman.

District 6—Arlington, Denton, Greenville, Highland Park (Dallas), McKinney, Sulphur Springs.

District 7—Arlington Heights (Fort Worth), Fort Worth Tech, Masonic Home (Fort Worth), North Side (Fort Worth), Paschal (Fort Worth), Poly (Fort Worth), Riverside (Fort Worth).

Dallas Has Five

District 8—Dallas Tech, Forest Dallas), North Dallas, Sunset (Dallas), Adamson (Dallas), Woodrow Wilson (Dallas).

District 9—Breckenridge, Brownwood, Cisco, Mineral Wells, Ranger, Stephenville.

District 10—Bryan, Cleburne, Corsicana, Ennis, Hillsboro, Mexia, Temple, Waco, Waxahachie.

District 11—Athens, Gladewater, Kilgore, Longviek, Marshall, Texarkana, Tyler.

District 12—Henderson, Jacksonville, Livingston, Lufkin, Nacogdoches, Palestine.

Valley Stays Same

District 13—Austin (Houston), Jeff Davis (Houston), Sam Houston (Houston), Lamar (Houston), Milby (Houston), Reagan (Houston), San Jacinto (Houston).

District 14—Beaumont, Conroe, Galveston, Goose Creek, Orange, Port Arthur, South Park (Beaumont).

District 15—Austin, Brackenridge (San Antonio), Kerrville, Laredo, San Antonio Tech, Jefferson (San Antonio).

District 16—Beeville, Brownsville, Corpus Christi, Edinburg, Harlingen, Kingsville, McAllen, Robstown, San Benito.

Oklahoma City Set For Atlanta Camp

OKLAHOMA CITY—(AP)—Owner John Holland said Saturday the Oklahoma City Indians had cancelled their reservations for spring baseball practice at Tyler, Tex., in favor of Atlanta, Tex.

Holland said he decided on the shift because positive assurance of a Tyler playing field was not provided under a deadline set for Saturday.

New Charro Race Driver

Here's Tom DeWitt of Van Wert, Ohio, the ranking amateur race driver of that state and one of the nation's top notch performers, who will appear at the Charro Days Regatta February 23 of this year for the first time. DeWitt was an outstanding performer in the 1940 nationals, racing in the Class A amateur, which is his specialty, nosing out Gar Wood, Jr., in the hot competition. He is one of a dozen or more outstanding racers of the nation who will make the Charro Regatta this year one of the best ever held, with a new and faster course promising more thrills and possibly spills. There is a good chance some new world records may be set this year.

Outstanding Drivers Slated During Charro Days Regatta

BROWNSVILLE—Outstanding outboard motorboat drivers from all parts of the nation are sending in entries daily for the fourth annual Charro Days regatta to be held at the Port of Brownsville turning basin and ship channel here February 23 and 24, according to R. W. Pitts, regatta committee chairman.

Entries have just been received from Art Wullschleger of Larchmont, N. Y., and Jack Henckels of Fort Worth. They will be added to a list which already includes such record holders as Frank Vincent of Tulsa, Worth Boggeman of Fort Worth and others.

Henckels, a graduate of the University of Southern California, started racing in 1931 with Boggeman as his racing partner. He is a former national champion in the Class B amateur division and at present holds two world records—one in B-Class competition with a speed of 52.44 miles per hour and the other in B-Class mile trials at 57.23 miles per hour.

Both marks were set at Salton Sea, Calif., on October 27 and 29, 1940.

His and Boggeman's boats will be brought here February 19 by Boggeman for test runs. Henckels will fly here from Fort Worth on February 22. He will drive in both A and B Class amateur divisions.

Wullschleger is from New York, but he is at present employed by an oil company in exploration work at the J. Adair Ranch near Clarendon, Tex. He is a graduate of Cornell University.

Pitts said Art will fly here on February 22, and that Dick Neal of Kansas City, another nationally-famous driver, will bring his own equipment and Wullschleger's boats here on February 20 for test runs.

In 1939, Wullschleger won the General Dawes trophy at Marietta, Ohio, and was high point aamteur for the United States that year. He will race in the Class A, B and C hydroplanes, amateur division.

Weather Halts Girls Tourney

SANTA ROSA—The Santa Rosa girls basketball tournament was postponed indefinitely Saturday. Rankin Robertson, Santa Rosa schools superintendent and tournament director, announced here Saturday. Robertson said the tourney will be resumed not sooner than Friday, February 21.

Cold weather Saturday, plus wet courts at both Santa Rosa and La Feria, caused the tournament postponement, Robertson said.

Fish On Increase

AUSTIN —(AP)— Production of state hatcheries increased by more than 2,100,000 fish during 1940 over the year previous, Will J. Tucker, secretary of the Game, Fish and Oyster Commission, announced Saturday.

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1938 DeSoto Sedan, Radio, Overdrive $595

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And of course there is the little matter of deciding whether the Valley will be ready and willing to meet the guarantee the pros demand.

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Snead Tied At Third

Tied for third position at 140 were Johnny Dawson, the Hollywood amateur whose 68 led the field Friday, and Slammin' Samuel Jackson Snead, Hot Springs, Va. Snead came tearing in with a 68 to bracket with Friday's 72.

Lloyd Mangrum of Oak Park, Ill., was around in 68 for a 141 total. One shot behind him was National P.G.A. Champion Byron Nelson of Toledo, Ohio, with a pair of 71s.

Back to 144 the field jumped, a group that included Clayton Heafner, Linville, N. C.; Bud Williamson, Ft. Wayne, Ind.; Viv Chezzi, Deal, N. J., and Emery Zimmerman, Portland, Ore.

Other Scores Included

Tod Menefee, San Antonio, 71-74—145.

Ralph Guldahl, Chicago, Ill., 71-74—145.

Willie Goggin, Miami, Fla., 74-71—145.

Jim Demaret, Houston, Tex., 73-72—145.

John Revolta, Evanston, Ill., 73-72—145.

Henry Ransom, Fort Worth, Tex., 74-71—145.

Ed Dudley, Bala, Pa., 73-72—145.

Dick Metz, Oak Park, Ill., 70-75—145.

E. J. Harrison, Little Rock, Ark., 72-74—146.

Jim Thomson, Chicopee, Mass., 73-73—146.

Phillip George, Austin, Tex., 72-74—146.

Second Round Scores

Ed Brady, Sr., San Benito, 79-78—160.

Zell Eaton, Brownsville, withdrew.

Joe Worthington, Jr., Kingsville, withdrew.

Tucker Bowles, McAllen, 81-75—156.

J. L. Stone, McAllen, withdrew.

Averill Is Released By Detroit's Tigers

DETROIT—(AP)—The Detroit Tigers Saturday announced the outright release of veteran Earl Averill, 37-year-old utility man, to make a place on the roster for Walter "Hoot" Evers, newly-signed 19-year-old outfielder.

For some time Averill had known his playing days were near an end. "I'm only good for four or five more years," he declared in 1938.

If he does not stay in baseball, Averill is expected to concentrate on his florist's business at Snohomish, Wash.

Robertson Is Named Texas Relays Chief

AUSTIN—(AP)—Lawson Robertson, director of the famed Penn Relays and coach of American Olympic teams in 1928, '32 and '36, will be head referee of the 14th Texas Relays, April 5, Director Clyde Littlefield, University of Texas track mentor, announced Saturday.

Rice Is Facing Tough Schedule

HOUSTON — (AP) — Games with three Louisiana teams — Tulane, Louisiana State and Centenary from the intersectional character of Rice Institute's 1941 football schedule, announced Saturday.

The Owls open with Sam Houston State Teachers College, a small school team which upset Rice the last time they met, in 1939.

The complete schedule:

Oct. 4—Sam Houston at Houston (night).

Oct. 11—Tulane at Houston.

Oct. 18—Louisiana State at Baton Rouge (night).

Oct. 25—Texas at Austin.

Nov. 1—Centenary at Houston.

Nov. 8—Arkansas at Houston.

Nov. 15—Texas A. and M. at Houston.

Nov. 22—Texas Christian at Fort Worth.

Nov. 29—Baylor at Houston.

Dec. 6—Southern Methodist at Dallas.

It has not been determined whether the Tulane game will be played day or night

National Loop Drum Beater Gloats Over '40 Success And '41 Outlook

By DILLON GRAHAM
Sports Editor, AP Feature Service

NEW YORK—Mr. Bill Brandt is happy this winter.

This is unusual because he's generally dodging jibes and running away from sneers at this time of the year.

You see, Bill is publicity director for the National League. And if you know your baseball you'll recall that the Nationals also ran in the World Series from 1935 through 1939. Bill began press agenting the Nationals at the start of that '35 season and so has had nothing but woe and misery every winter.

Then, to the surprise of many (but not Bill), the Cincinnati Reds beat Detroit in the 1940 series. People began speaking to Bill again as though he represented something more than a group of sandlot clubs. So you can see why Bill is enjoying his lot this winter.

He is bubbling over, too, with enthusiasm for the rookie crop coming up this spring.

"Why, gosh," he said, shifting an underslung pipe to the port side of his mouth, "the new men all the way around the league look so good the whole picture of the pennant race may have to be revised by June 1.

"I have the Reds on my list as favorites, because the Reds have strengthened right in stride with their contenders."

Are there any special rookies to watch during spring training?

"Sure," Brandt said. "There are battles for key spots on several clubs. At almost every camp there are one or two rookies whose success would especially benefit his club."

Brandt recited a list of eight and here they are:

BOSTON: Henry "Heeney" Majeski, a third baseman, may give the Bees the punch they need. He was Newark's No. 1 hitter all last season and was the batting king of the 1940 Little World Series with .478.

LOU NOVIKOFF
An oil field worker this winter

BROOKLYN: The Dodgers can use more power, too, and they may get it from Alexis Kampouris. This second baeker, who was in the majors for awhile, hit 36 homers, more than any other Newark player in history.

CHICAGO: The Cubs have the most ballyhooed National recruit in Lou Novikoff, the "mad Russian," from Los Angeles. This harmonica-playing comedian led the Pacific Coast in batting, home runs and runs batted in and should be quite a present for Jimmy Wilson, the Cubs' new manager.

CINCINNATI: The Reds need an A-1 southpaw pitcher and they may have found him in Bob Logan. He won 18 games for Indianapolis in the American Association and seems about ready for the majors now after previous short trials with the Dodgers and Cubs.

NEW YORK: The Giants picked an ace. . . . Ace Adams of Nashville. He was the Southern Association strikeout king and won two of the four games the Vols took from Houston in the Dixie Series.

PHILADELPHIA: The Phillies need a blaster probably more than any other club and they apparently got one in Nick Etten. Nick, a first baseman, was the runs-batted-in leader in the fast International League with 128.

PITTSBURGH: A southpaw from Seattle may be a big addition to the Pirates' pitching corps. Aldon Wilkie hurled one string of 54 innings 1 st year in which only six runs were registered against him.

ST. LOUIS: The Cards have a fine crop of young pitchers but the chap likely to be most important in their book is a catcher, Walker Cooper. Cooper, up from Columbus, hit. 302. He and Morton Cooper bring the majors another brother battery.

Bill has been around a long time and should know a good rookie when he sees one.

He won't be pinned down to prophesy whether the National League will win the next World Series but, he says, "the team that wins the pennant will be stronger than the 1940 Reds . . . and they were strong enough to win the series."

Which sort of gives you an idea of how Mr. Brandt feels.

Charro Days Rodeo Events To Be Best Ever Offered

BROWNSVILLE—A total of $2250 will be used to finance the spectacular Charro Days Rodeo this year, according to announcement Saturday by the committee in charge, which has just completed the program.

This includes more than $450 in cash prize money in the competitive events, funds for contractual entertainment events, and monies for the bulls, steers, horses, calves and other stock, in addition to expenditures for handling, management and the like.

The rodeo is to be easily the most impressive event of its kind ever held in this section, and it is to be produced by one of the outstanding rodeo men of the nation, Col. W. T. (Zack) Miller, famed in Madison Square Gardens and elsewhere where rodeos are held.

The program was released there by the committee, which includes Fausto Yturria, John Puckett and George Aziz. It shows purses of $75 each for six of the 12 events on each rodeo card, and in addition to this prize money there will be money from entrance fees, which will be split 50, 30 and 20 among the winners.

Yturria and Colonel Miller are now in the central part of the state arranging details for the various contestants.

Some of the events listed are wild mule riding, calf roping, trick and fancy roping by the Mexico City Charros, bronc riding and Indian War Dances by a group of full-blooded Oklahoma Indians, steer bull dogging, wild cow milking and bull riding.

Arrangements for the Charro trick and fancy ropers from Mexico City were made by Yturria. Colonel Miller signed the 15 full-blooded Indians from Oklahoma, who came here straight from a reservation there, and who will do some fancy riding and roping, in addition to staging a dramatic attack on a stage coach of the old days.

The rodeo is to be given Friday, February 21, both afternoon and evening, and again Saturday at 2:30 p.m. at Tucker Field.

Baylor Coaching Berth Still Open

WACO—(AP)—There were no new developments in the quest for the new Baylor football coach Saturday, but President Pat M. Neff said he was hoping a selection could be made within the next few days.

Neff said a large number of applications from men in Texas and all over the country had come in since Morley Jennings resigned his post Thursday. These will be turned over to the athletic committee of the Baylor Board of Trustees and they will discuss the situation at their next meeting.

The Baylor president declined the opportunity to make public the names of the applicants, and said the job was still wide open. Town talk was that Jack Sisco, former Baylor star and North Texas Teacher coach, still headed the list of applicants.

Vanderbilt Sees All-America Race

BALTIMORE—(AP)—The Maryland Jockey Club moved Saturday to make the Pimlico Special a "super" horse race, bringing together the winners of 24 of the richest and sportiest events in the country for ana "All-America" contest.

Under plans announced by Alfred Gwynne Vanderbilt, Jockey Club president, the winners of 12 of the leading fixtures for three-year-olds and 12 of the most important stakes for older horses will automatically become eligible for the special.

Thus, the "Dream Race" which Vanderbilt has been steadily promoting since 1937 will assume the status of a real national championship event.

CUB SCOUTS MEET

SAN JUAN—The San Juan Cub Scout meeting was held Tuesday evening at the community hall with a large attendance of cubs and parents. Wolf badges were awarded to Charles Ruby, Clifford Partain, Dennis Riddle, Tommie Reichert, and Jimmy Davis. Clifford Partain also received a gold arrow.

Paraffin Face Not Hindering Cardinal Hot Corner Holder

ORLANDO, Fla.—(AP)—A paraffin face will front for Jimmy Brown come April and the St. Louis Cardinals' race for the National League pennant.

A sizzling grounder hit Brown in the face last summer. Surgeons removed more than 100 pieces of shattered bone, rebuilding with paraffin the bridge of the nose and antrun surface.

The North Carolinian who may take over Pepper Martin's old post at third base, isn't gun shy about going back to the hot corner.

"It's all right with me," he said.

Touchstone Traded To Oklahoma City

DALLAS—(AP)—Clayland Touchstone, leading pitcher for the Dallas Rebs in 1939, but unable to break even in victories last season, has beent traded for Oklahoma City's Otho Nitcholas, Rebel President George Schepps announced Saturday.

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Phone McAllen 552 for appointment to see new 1941 Spring and Fall patterns.

Cubs Buy Share Of Tulsa Oilers

TULSA, Okla—(AP)—The Chicago Cubs have purchased a substantial interest in the Tulsa Oilers of the Texas League, Don Stewart, president of the Ooilers, announced Saturday night.

The Cubs purchased 49 1-2 shores of stock from the estate of the late Art Griggs, former Oiler president, for an undisclosed price. Stewart retains 50 1-2 shares and remains in control of the Tulsa team as president and general manager.

"We will not be, in any sense of the word, a Chicago farm," Stewart said. "The Cubs merely become partners in the Tulsa baseball team and players belonging to our team will be Tulsa property."

Last year the Chicago National League team entered a working agreement with the Oilers. The Cubs sent their coach, Roy Johnson, to Tulsa as manager and for a time during the season farmed out Dizzy Dean to Tulsa in the hope that the southwest's burning sun would put new spark in his pitching flipper.

And while Diz' arm grew stronger, his drawing power sweetened the Oilers till with the merry music of more cash.

Stewart said the Oilers would continue to work closely with the Cubs and with Los Angeles, another Wrigley club.

GUEST IN MISSION

SHARYLAND—Mrs. E. B. Myers of Mangum, Okla., is the guest this week of her mother, Mrs. W. W. Monroe, and sister, Mrs. Fred Dayton, at their home on North Taylor Road. When Mrs. Myers leaves later this week, Mrs. Monroe will accompany her and spend some time at her home in Wellington, Tex. They will stop in Dallas en route home for several days on business.

Schoolboys' Grid Teams Are Classed

106 Teams Will Play In Class AA

By The Associated Press

One hundred and six teams—an increase of two over last year—will play in the class AA division of Texas schoolboy football in 1941 under tentative assignments announced Saturday.

Three new schools—Colorado, Ennis and Livingston—go into the interscholastic league's highest division, while one—Harlandale (San Antonio)—is dropped to class A.

Colorado will play in the old Oil Belt, District 3.

Ennis goes into District 10, the Central Texas sector, and Mexia transfers into this district from district 12.

Livingston Is Back

Livingston, a member of the top division year before last, but in class A last season, returns to class AA next fall, playing in district 12.

Class A in 1941 will carry 302 teams and class B 267. Assignments for six-man football have not been announced by Athletic Director R. J. Kidd.

Next fall they will line up like this in class AA:

District 1—Amarillo, Borger, Lubbock, Pampa, Plainview.

District Teams Listed

District 2—Burkburnett, Childress, Electra, Graham, Olney, Quanah, Vernon, Wichita Falls.

District 3—Abilene, Big Spring, Colorado, Lamesa, Midland, Odessa, San Angelo, Sweetwater.

District 4—Austin (El Paso), Bowie (El Paso), El Paso High, Ysleta.

District 5—Bonham, Denison, Gainesville, Paris, Sherman.

District 6—Arlington, Denton, Greenville, Highland Park (Dallas), McKinney, Sulphur Springs.

District 7—Arlington Heights (Fort Worth), Fort Worth Tech, Masonic Home (Fort Worth), North Side (Fort Worth), Paschal (Fort Worth), Poly (Fort Worth), Riverside (Fort Worth).

Dallas Has Five

District 8—Dallas Tech, Forest Dallas), North Dallas, Sunset (Dallas), Adamson (Dallas), Woodrow Wilson (Dallas).

District 9—Breckenridge, Brownwood, Cisco, Mineral Wells, Ranger, Stephenville.

District 10—Bryan, Cleburne, Corsicana, Ennis, Hillsboro, Mexia, Temple, Waco, Waxahachie.

District 11—Athens, Gladewater, Kilgore, Longviek, Marshall, Texarkana, Tyler.

District 12—Henderson, Jacksonville, Livingston, Lufkin, Nacogdoches, Palestine.

Valley Stays Same

District 13—Austin (Houston), Jeff Davis (Houston), Sam Houston (Houston), Lamar (Houston), Milby (Houston), Reagan (Houston), San Jacinto (Houston).

District 14—Beaumont, Conroe, Galveston, Goose Creek, Orange, Port Arthur, South Park (Beaumont).

District 15—Austin, Brackenridge (San Antonio), Kerrville, Laredo, San Antonio Tech, Jefferson (San Antonio).

District 16—Beeville, Brownsville, Corpus Christi, Edinburg, Harlingen, Kingsville, McAllen, Robstown, San Benito.

Oklahoma City Set For Atlanta Camp

OKLAHOMA CITY—(AP)—Owner John Holland said Saturday the Oklahoma City Indians had cancelled their reservations for spring baseball practice at Tyler, Tex., in favor of Atlanta, Tex.

Holland said he decided on the shift because positive assurance of a Tyler playing field was not provided under a deadline set for Saturday.

New Charro Race Driver

Here's Tom DeWitt of Van Wert, Ohio, the ranking amateur race driver of that state and one of the nation's top notch performers, who will appear at the Charro Days Regatta February 23 of this year for the first time. DeWitt was an outstanding performer in the 1940 nationals, racing in the Class A amateur, which is his specialty, nosing out Gar Wood, Jr., in the hot competition. He is one of a dozen or more outstanding racers of the nation who will make the Charro Regatta this year one of the best ever held, with a new and faster course promising more thrills and possibly spills. There is a good chance some new world records may be set this year.

Outstanding Drivers Slated During Charro Days Regatta

BROWNSVILLE—Outstanding outboard motorboat drivers from all parts of the nation are sending in entries daily for the fourth annual Charro Days regatta to be held at the Port of Brownsville turning basin and ship channel here February 23 and 24, according to R. W. Pitts, regatta committee chairman.

Entries have just been received from Art Wullschleger of Larchmont, N. Y., and Jack Henckels of Fort Worth. They will be added to a list which already includes such record holders as Frank Vincent of Tulsa, Worth Boggeman of Fort Worth and others.

Henckels, a graduate of the University of Southern California, started racing in 1931 with Boggeman as his racing partner. He is a former national champion in the Class B amateur division and at present holds two world records—one in B-Class competition with a speed of 52.44 miles per hour and the other in B-Class mile trials at 57.23 miles per hour.

Both marks were set at Salton Sea, Calif., on October 27 and 29, 1940.

His and Boggeman's boats will be brought here February 19 by Boggeman for test runs. Henckels will fly here from Fort Worth on February 22. He will drive in both A and B Class amateur divisions.

Wullschleger is from New York, but he is at present employed by an oil company in exploration work at the J. Adair Ranch near Clarendon, Tex. He is a graduate of Cornell University.

Pitts said Art will fly here on February 22, and that Dick Neal of Kansas City, another nationally-famous driver, will bring his own equipment and Wullschleger's boats here on February 20 for test runs.

In 1939, Wullschleger won the General Dawes trophy at Marietta, Ohio, and was high point aamteur for the United States that year. He will race in the Class A, B and C hydroplanes, amateur division.

Weather Halts Girls Tourney

SANTA ROSA—The Santa Rosa girls basketball tournament was postponed indefinitely Saturday, Rankin Robertson, Santa Rosa schools superintendent and tournament director, announced here Saturday. Robertson said the tourney will be resumed not sooner than Friday, February 21.

Cold weather Saturday, plus wet courts at both Santa Rosa and La Feria, caused the tournament postponement, Robertson said.

Fish On Increase

AUSTIN —(AP)— Production of state hatcheries increased by more than 2,100,000 fish during 1940 over the year previous, Will J. Tucker, secretary of the Game, Fish and Oyster Commission, announced Saturday.

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COURT STAR

Kansas Flash Threatens All Big Six Marks

By HAROLD CLAASSEN
AP Feature Service

LAWRENCE, Kas. — Howard Engleman, the Kansas forward, fired at the basket on a recent road trip. The ball hit the backboard, slanted for the hoop, skidded around the rim and—plopped harmlessly to the floor.

The anti-Kansas crowd cheered. They considered it a moral victory although their basketball worthies were being defeated by Engleman & Co. In that game the Jayhawk star scored 23 points and sank nine of 12 shots from the field of play.

HOWARD ENGLEMAN
Dr. Allen's Blond Breeze

Engleman, the blond breeze of Dr. F. C. Allen's latest Big Six title contingent, is challenging every conference scoring record. After four league games he was leading the marksmen with an average of 20 points a game in contrast to the 15.4 established in 1937 by Frank Groves of Kansas State.

He was averaging 8.25 field goals a contest. His record in that department is 6.4. He hadn't missed a free throw in the Jayhawks' last two games.

27 Points Twice

Twice he collected 27 points in a game, wiping out the Kansas record established as a player by his famed coach in the days when one athlete did all the free throwing for his team.

Engleman was "hot" as a sophomore, then went into eclipse as a junior with a trick knee that hampered his floor play and disturbed his concentration. Toward the end of the season he revived.

In the 1940 National Collegiate playoffs he sank a last-second shot for the two points that eliminated Southern California. His general all-around play won him a first team berth on the NCAA All-America five.

This season Engleman has two sound knees, an improved and composed mental attitude—and a new shot.

It is a soft, one-handed hook shot from the side while driving straight ahead. It seems to cuddle up against the rim for a second before dropping through.

Football in High School

As a youngster he played basketball at Arkansas City junior high school. In his final three years on the high school quintet he was the sensation of the Ark Valley league, annually the toughest prep cage combine in Kansas.

While a high schooler he also dabbled a bit in football and track but since coming to Kansas the six-foot, 170-pounder has restricted his athletic endeavors to basketball and tennis.

Bronco Cagers Beat Lutherans

EDINBURG In a nip and tuck affair, the Edinburg Junior College Bronco grabbed a 40-37 decision over the Texas Lutheran College cagers in a junior college conference game here Saturday night. Coach Allen Davis' Valley charges avenged a 46-27 defeat suffered last month at Seguin, and set the stage for their final conference game with Corpus Christi College at Corpus February 19.

Lawrence, at forward for the Bronco, led scorers for the night with 16 points, in a game that saw the count tied numerous times. Hasness dropped in 11 points for the Bronco, while Holmes made nine markers to lead the Seguin point makers. The score was tie at 20-all at half time.

Poinsettia Cuttings To Be Distributed By Mission C-C

MISSION—Poinsettia cuttings will be distributed through the Mission Chamber of Commerce with the cooperation of Mission gardeners, it was announced this week by Jack H. Drake, chamber manager. Gardeners who will be pruning their poinsettia plants are asked to notify the chamber office if they have any surplus cuttings and they will be picked up and distributed to others who wish them.

The poinsettia-swapping plan is the second phase of a civic beautification program introduced by the chamber this spring. Balled, turk's cap plants were distributed through the chamber after being donated by Bentsen Brothers Development Company. A total of 183 plants was distributed and more will be available if there is a call for them, Drake said.

NEW C. P. AND L. MANAGER

EDCOUCH—Edcouch has a new Central Power and Light Company office manager, Lew Williams, formerly of San Benito. Seth Kennedy, who has been in the local office the past year, is being transferred to the office at Port Isabel. The move will be an advancement for Mr. Kennedy.

Fred Wolcott Sets Third World Record Within Week

Rice Hurdler Outstanding Over Timber

45-Yard Hurdle Mark Bested Again

BOSTON—(AP)—Fred Wolcott, Rice Institute's amazing hurdler, established his third World indoor record in the brief space of a week Saturday night when raced 45 yards in 5.8 seconds to defeat Ed Dugger, of Tufts, by a foot in the Boston A.A. Meet's timber final at the Boston Garden.

Wolcott clipped a tenth of a second off the former record, originally set by Sam Allen of Oklahoma Baptist in 1937, and equalled by three others, the last being Dugger last year.

Friday night at Philadelphia the Rice star lowered the World mark for the 50-yard high hurdles a tenth of a second to 6.1 and a week ago, in the Millrose games at New York, set a new mark of 7.2 seconds for the 60-yard event.

The windups of the other early events were outstanding as California's latest sprinting sensation, Harold Davis of Salinas Junior College, equalled the track record of 5.4 seconds while edging Herbert Thompson of Jersey City, last year's winner, in the Briggs' 50-yard dash final.

Fordham's mile relay quartet, Ted Struble, Hugh Bennett, Bob Winn and John Campbell, turned in a 3:21.2 performance, fastest in Boston's track history.

Chuck Beetham of Columbus, another Philadelphia meet winner, lowered Boston's indoor "600" record three-tenths of a second to 1:12 flat while overcoming the courageous efforts of Jimmy Herbert of New York, holder of the World indoor mark for that event.

Earle Meadows, Los Angeles pole vaulter, set a world indoor record in that event, when he topped the crossbar set at 14 feet 6 7-8 inches.

RADIO RANGE CRASH CAUSE

CAA Ends Probe Of '40 Utah Tragedy

WASHINGTON —(AP)— The Civil Aeronautics Board said Saturday that "malfunctioning" of the Salt Lake City radio range was the probable cause of the crash of a United Air Lines plane near Centerville, Utah, November 4, 1940, which resulted in the death of ten persons.

"Substantial contributing factors" to the accident, the board said, were:

1—Failure of the communications operators at Tintic, Plymouth, and Salt Lake City, "whose duty it was to monitor the range, to detect its malfunctioning and immediately notify those concerned."

2—The failure of the pilot "to follow to the fullest extent established radio range technique in accordance with the requirements of the procedure established by United and approved by the Civil Aeronautics Administration.

Syndicate Will Buy Boston's Bees Club

NEW YORK —(AP)—Confirmation of reports that a syndicate headed by J. A. Robert Quinn is being formed to buy the Boston Bees for about $300,000 was obtained Saturday night from Quinn and from Max C. Meyer, Brooklyn pearl manufacturer.

Manager Casey Stengel of the Bees is a member of the prospective syndicate. Two or three other persons will be included in the deal to buy the stock now owned by Charles F. Adams.

Insurance Man Gets 15 Years In Prison

SEATTLE—(AP)—Hallett R. French 45, Seattle socialite and insurance executive who confessed keeping premiums on $800,000 worth of insurance issued on the ill-fated new $6,400,000 Tacoma Narrows bridge, and failed to tell his company about the policy, was sentenced to a maximum of 15 years in the state penitentiary today.

Wheeler-Roosevelt Word Battle Flares On Aid To Britain

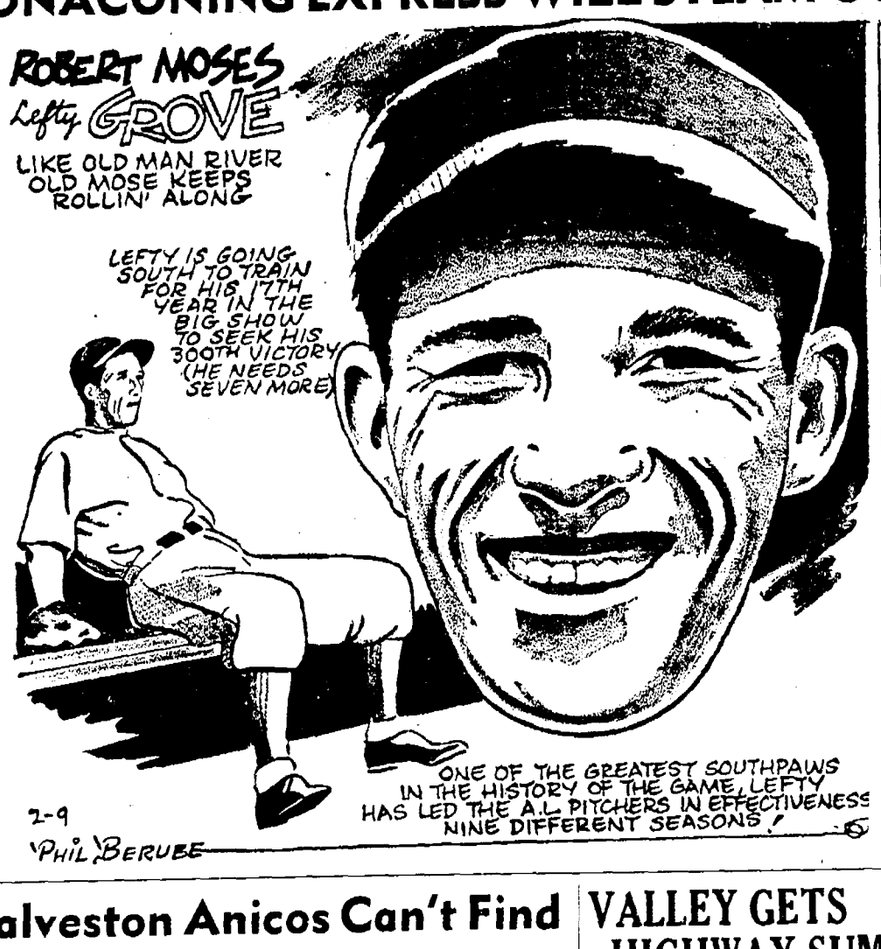
WASHINGTON — (AP) — The battle of words between President Roosevelt and Senator Wheeler (D-Mont) over the British aid bill broke out anew Friday when the senator said that if the chief executive "is so anxious to find out who is aiding Germany" he should support an investigation of German interests in American defense industries.

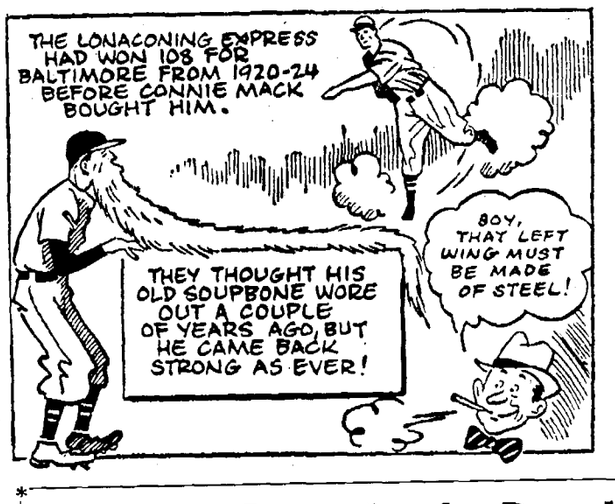
Wheeler, outspoken foe of the administration's aid-to-Britain bill, declared that the Senate audit committee had held up a proposed $100,000 appropriation for the investigation. This was immediately disputed by Senator Byrnes (D-SC), chairman of the committee, who said Wheeler had stated that no money was needed for the inquiry.

GUESTS IN MISSION

MISSION—Guests of Mr. and Mrs. Milo Strait at their home at 313 E. 12th street are Mr. and Mrs. Frank Braendle of Lansing, Mich.; and Mr. and Mrs. Edgar Huyck of Carson City, Mich. Mrs. Braendle and Mrs. Huyck are sisters of Mrs. Strait. This is the first visit of the two Michigan couples to the Valley. Mr. and Mrs. Strait, who own groves north and west of Mission, are spending their sixth winter in the Valley.

LONACONING EXPRESS WILL STEAM OUT AGAIN! . . By Phil Berube





Galveston Anicos Can't Find Competition For Cage Game

DALLAS —(AP)— Galveston's Anicos, one of the greatest girls basketball teams of all time, has about run out of competition.

It was not of the Anicos' choosing, because they were deliberately broken up in an effort to whittle down to the size of the opposition.

But it did no good. Saturday they continue to win and the competition has dwindled until they can't get enough games to make it really interesting.

Time was when the Anicos, a team sponsored by the American National Insurance Company, roamed the broad southwest and middle west, running up unbelievable winning streaks and twice capturing the national AAU championship.

But each year it became increasingly difficult to get games close enough to home. So the All-American stars left the squad and this season the team started with new faces at all but two positions.

They were here Friday night to play the Dallas Hornets and they won 27-17, their seventh victory in eight starts. Who they will meet next is the problem.

"We sent out about 25 letters seeking games," said Louis Rivaux, business manager. "We've played all we could get and now there's nothing to look forward to but the state AAU tournament."

Rivaux couldn't understand what had happened to all the girl teams that once played in Texas.

The Anicos were organized in 1935, being then known as the Red Ramblers. They won the national title in 1938 and 1939 and finished third last season. Once they boasted a consecutive winning streak of 66 games.

CRASH KILLS JAP ADMIRAL

Kwangtung Ship Spin Fatal To Osumi

TOKYO — (AP) — Admiral Mineo Osumi, Japanese supreme war councilor, has been killed in the crash of a naval plane in Kwangtung province, China, the navy ministry aannounced Saturday.

Six other naval officers, including Rear Admiral Hikojiro Suga, died in the crash.

The officers were inspecting the Chinese war front and were en route from Canton to Hainan Island when the crash occurred, the ministry said.

The wrecked plane was discovered Thursday on Huanyangshan mountain near the Sikiang river in Kwangtung province, China, the ministry said.

6 Tanks Taken

Greek Rout Italian Counter-Attack

ATHENS—(AP)—Six tanks and armored cars of an Italian formation were destroyed and the commanding officer of the unit was killed, a Greek government spokesman reported Thursday, when Greeks hurled back a counterattack on their lines in the Klisura sector of the Albanian front.

The spokesman said a subsequent attack on a small scale a few hours later likewise was repulsed by heavy machine-gun fire.

Prisoners, including the drivers and crews of the tanks and armored cars, were captured, the report continued.

Life Underwriters President Speaker

HARLINGEN — Jul Baumann, Houston, state president of the Texas Life Underwriters Association, spoke here Friday noon at the monthly meeting of the Valley Grande Life Underwriters Association, held at the Madison Hotel. Approximately 30 Valley underwriters attended.

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Half-time score: Baylor 19, Arkansas 23.

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Then Apprentice Jockey Wendell Eads started to cut down the distance and by the time they entered the stretch Whirlaway was trailing by only four lengths.

Whirlaway came charging down the stretch, much as he raced last year while winning more money than any other two-year-old in the country, and nipped Herbert M. Woolf's Signator at the wire in a photo finish.

The Calumet colt, carrying 117 pounds against 108 for each of the other horses, was a $3.30 for two choice and ran the distance in 1.11 3-5. He paid $2.90 to place and $2.40 to show.

Minnesota Is Given Rockne Trophy

MINNEAPOLIS—(AP)—The Knute Rockne Memorial Trophy, emblematic of football supremacy among the nation's colleges and universities, found a permanent resting place Saturday night at the University of Minnesota.

The trophy was given to Minnesota for the best national record over a ten year period according to a ranking system devised by Professor Frank G. Dickinson, University of Illinois economist.

Shea Beats Champ

ST. PETERSBURG — (AP) — Merv Shea, known to the profession as one of the best little signal-stealers in baseball, pulled the biggest upset of the baseball players' golf tournament in years by defeating Defending Champion Wesley Ferrell, 2 and 1, in their semi-final joust at the Jungle Club Saturday.

In Sunday's 36-hole final the Detroit coach will tangle with Lefty Lloyd Brown, veteran pitcher of the Phillies, who eliminated Heinie Manush, the tournament medalist, 2 and 1, in the other of Saturday's sun-drenched semi-finals.

Paducah Coach Dies Following Operation

PADUCAH, Tex.—(AP)—Ab Pruitt, 25, coach of Paducah High School's 1940 district football champions, died here Friday night following an appendix operation. Burial will be at Dallas, his former home.

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Surprise Win Is Scored In Big Handicap

Gen'l Manager Takes Santa Anita Race

LOS ANGELES—(AP)—W. B. Simpson's Gen'l Manager scored a surprising triumph Saturday in the $10,000 San Carlos Handicap, while the heavily backed favorite, Mioland, ran to defeat for the first time in five starts in the seven furlong feature race at Santa Anita Park before 27,000 turf fans.

The four-year-old son of the great Morvich, which had twice chased Mioland to the wire at Santa Anita this season, found the distance and the heavy going better to his liking and won the sprint by four lengths.

Mioland, backed down to 4 to 5 odds by the bettors, came out fourth in the photo in the blanket finish for the second and third positions. The Valdina Farms' Viscounty, closing with a rush, grabbed the place shot by a nose; and the Circle S Stable's Hysterical, which set the pace down the back stretch and held it until the turn into the stretch, took third.

Mioland, the Winter book favorite to win the coming $100,000 Santa Anita Handicap, rolled from seventh place at the quarter to third in the stretch, but failed to overhaul the flying Gen'l Manager and then lost ground to the final charge of Viscounty and Hysterical.

The winner's time was one minute and 24 2-5 seconds. Gen'l Manager paid $26.00, $8.00 and $5.00; Viscounted $19.80 and $9.40, and Hysterical $5.60.

Indians Seeking Pennant Material

CLEVELAND—(AP)—Something is brewing in the wigwam when the Cleveland Indians practically raid the old men's home twice the same week.

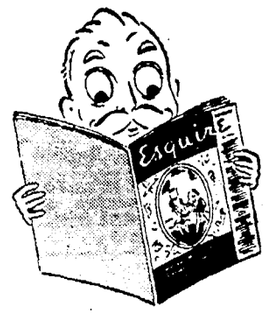
Vice President C. C. Slapnicka explained Saturday it was all due to an "all out" pennant drive.

The Tribe this week purchased 36-year-old pitcher Joe Heving from the Boston Red Sox, and swaapped Joe Humphries, 25, to the Chicago White Sox for hurler Clint Brown, now nearing 38.

"We're going all out for the pennant," declared Slapnicka. "Barring injuries and the draft, we think we have a splendid chance to win this year. We're not leaving a stone unturned."

Natural caverns winding through the Rock of Gibraltar make it one of the best air raid shelters in the world.

Come in and see a complete display of
Original Esquire CARTOONS



ON DISPLAY THIS WEEK ONLY

While away a dull noon hour by improving your sense of humor. Cheer yourself up after a hard day's work. In fact drop around any time this week.

Through the courtesy of the makers of Roblee Shoes, we're all ready with a full collection of your favorite Esquire cartoons — not re-prints but the originals—just as they were conceived and drawn by your favorite Esquire artists.

This is a standing invitation to come in and browse around. You can take down your hair but you won't have to take off your shoes.

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BAUM'S
HARLINGEN McALLEN MERCEDES

COURT STAR

Fred Wolcott Sets Third World Record Within Week

Kansas Flash Threatens All Big Six Marks

By HAROLD CLAASSEN
AP Feature Service

LAWRENCE, Kas. — Howard Engleman, the Kansas forward, fired at the basket on a recent road trip. The ball hit the backboard, slanted for the hoop, skidded around the rim and—plopped harmlessly to the floor.

The anti-Kansas crowd cheered. They considered it a moral victory

HOWARD ENGLEMAN
Dr. Allen's Blond Breeze

although their basketball worthies were being defeated by Engleman & Co. In that game the Jayhawk star scored 23 points and sank nine of 12 shots from the field of play.

Engleman, the blond breeze of Dr. F. C. Allen's latest Big Six title contingent, is challenging every conference scoring record. After four league games he was leading the marksmen with an average of 20 points a game in contrast to the 15.4 established in 1937 by Frank Groves of Kansas State.

He was averaging 8.25 field goals a contest. His record in that department is 6.4. He hadn't missed a free throw in the Jayhawks' last two games.

27 Points Twice

Twice he collected 27 points in a game, wiping out the Kansas record established as a player by his famed coach in the days when one athlete did all the free throwing for his team.

Engleman was "hot" as a sophomore, then went into eclipse as a junior with a trick knee that hampered his floor play and disturbed his concentration. Toward the end of the season he revived.

In the 1940 National Collegiate playoffs he sank a last-second shot for the two points that eliminated Southern California. His general all-around play won him a first team berth on the NCAA All-America five.

This season Engleman has two sound knees, an improved and composed mental attitude—and a new shot.

It is a soft, one-handed hook shot from the side while driving straight ahead. It seems to cuddle up against the rim for a second before dropping through.

Football in High School

As a youngster he played basketball at Arkansas City junior high school. In his final three years on the high school quintet he was the sensation of the Ark Valley league, annually the toughest prep cage combine in Kansas.

While a high schooler he also dabbled a bit in football and track but since coming to Kansas the six-foot, 170-pounder has restricted his athletic endeavors to basketball and tennis.

Bronco Cagers Beat Lutherans

EDINBURG—In a nip and tuck affair, the Edinburg Junior College Broncs grabbed a 40-37 decision over the Texas Lutheran College cagers in a junior college conference game here Saturday night. Coach Allen Davis' Valley charges avenged a 46-27 defeat suffered last month at Seguin, and set the stage for their final conference game with Corpus Christi College at Corpus February 19.

Lawrence, at forward for the Broncs, led scorers for the night with 16 points, in a game that saw the count tied numerous times. Hasless dropped in 11 points for the Broncs, while Holmes made nine markers to lead the Seguin point makers. The score was tie at 20-all at half time.

Poinsettia Cuttings To Be Distributed By Mission C-C

MISSION—Poinsettia cutings will be distributed through the Mission Chamber of Commerce with the cooperation of Mission gardeners, it was announced this week by Jack H. Drake, chamber manager. Gardeners who will be pruning their poinsettia plants are asked to notify the chamber office if they have any surplus cuttings and they will be picked up and distributed to others who wish them.

The poinsettia-swapping plan is the second phase of a civic beautification program introduced by the chamber this spring. Balled, turk's cap plants were distributed through the chamber after being donated by Bentsen Brothers Development Company. A total of 183 plants was distributed and more will be available if there is a call for them, Drake said.

NEW C. P. AND L. MANAGER

EDCOUCH—Edcouch has a new Central Power and Light Company office manager, Lew Williams, formerly of San Benito. Seth Kennedy, who has been in the local office the past year, is being transferred to the office at Port Isabel. The move will be an advancement for Mr. Kennedy.

Rice Hurdler Outstanding Over Timber

45-Yard Hurdle Mark Bested Again

BOSTON—(AP)—Fred Wolcott, Rice Institute's amazing hurdler, established his third World indoor record in the brief space of a week Saturday night when raced 45 yards in 5.6 seconds to defeat Ed Dugger, of Tufts, by a foot in the Boston A.A. Meet's timber final at the Boston Garden.

Wolcott clipped a tenth of a second off the former record, originally set by Sam Allen of Oklahoma Baptist in 1937, and equalled by three others, the last being Dugger last year.

Friday night at Philadelphia the Rice star lowered the World mark for the 50-yard high hurdles a tenth of a second to 6.1 and a week ago, in the Millrose games at New York, set a new mark of 7.2 seconds for the 60-yard event.

The windups of the other early events were outstanding as California's latest sprinting sensation, Harold Davis of Salinas Junior College, equalled the track record of 5.4 seconds while edging Herbert Thompson of Jersey City, last year's winner, in the Briggs' 50-yard dash final.

Fordham's mile relay quartet, Ted Struble, Hugh Bennett, Bob Winn and John Campbell, turned in a 3:21.2 performance, fastest in Boston's track history.

Chuck Beetham of Columbus, another Philadelphia meet winner, lowered Boston's indoor "600" record three-tenths of a second to 1:12 flat while overcoming the courageous efforts of Jimmy Herbert of New York, holder of the World indoor mark for that event.

Earle Meadows, Los Angeles pole vaulter, set a world indoor record in that event, when he topped the crossbar set at 14 feet 6 7-8 inches.

RADIO RANGE CRASH CAUSE

CAA Ends Probe Of '40 Utah Tragedy

WASHINGTON —(AP)— The Civil Aeronautics Board said Saturday that "malfunctioning" of the Salt Lake City radio range was the probable cause of the crash of a United Air Lines plane near Centerville, Utah, November 4, 1940, which resulted in the death of ten persons.

"Substantial contributing factors" to the accident, the board said, were:

1—Failure of the communications operators at Tintic, Plymouth, and Salt Lake City, "whose duty it was to monitor the range, to detect its malfunctioning and immediately notify those concerned."

2—The failure of the pilot "to follow to the fullest extent established radio range technique in accordance with the requirements of the procedure established by United and approved by the Civil Aeronautics Administration.

Syndicate Will Buy Boston's Bees Club

NEW YORK —(AP)—Confirmation of reports that a syndicate headed by J. A. Robert Quinn is being formed to buy the Boston Bees for about $300,000 was obtained Saturday night from Quinn and from Max C. Meyer, Brooklyn pearl manufacturer.

Manager Casey Stengel of the Bees is a member of the prospective syndicate. Two or three other persons will be included in the deal to buy the stock now owned by Charles F. Adams.

Insurance Man Gets 15 Years In Prison

SEATTLE—(AP)—Hallett R. French 45, Seattle socialite and insurance executive who confessed keeping premiums on $800,000 worth of insurance issued on the ill-fated new $6,400,000 Tacoma Narrows bridge, and failed to tell his company about the policy, was sentenced to a maximum of 15 years in the state penitentiary today.

Wheeler-Roosevelt Word Battle Flares On Aid To Britain

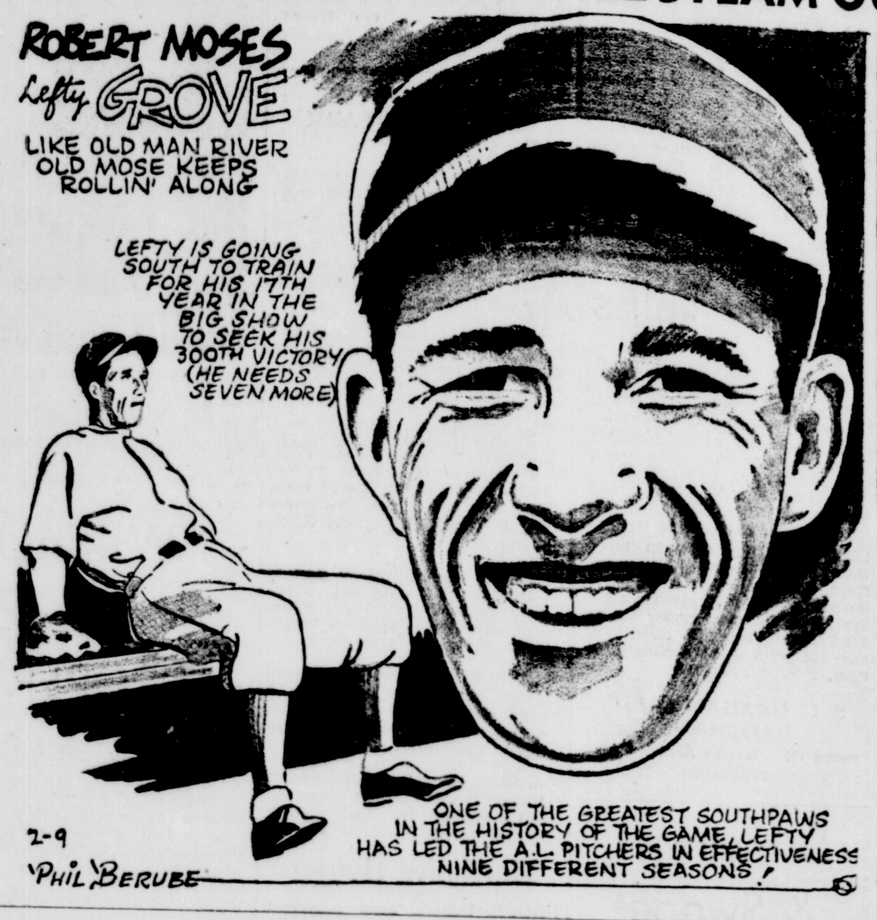
WASHINGTON — (AP) — The battle of words between President Roosevelt and Senator Wheeler (D-Mont) over the British aid bill broke out anew Friday when the senator said that if the chief executive "is so anxious to find out who is aiding Germany" he should support an investigation of German interests in American defense industries.

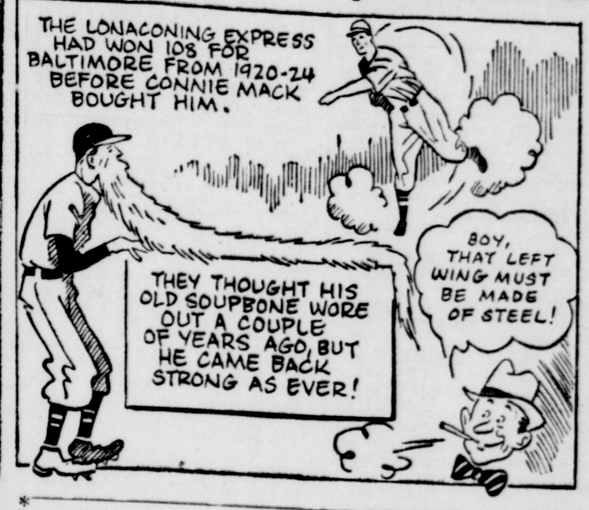
Wheeler, outspoken foe of the administration's aid-to-Britain bill, declared that the Senate audit committee had held up a proposed $100,000 appropriation for the investigation. This was immediately disputed by Senator Byrnes (D-SC), chairman of the committee, who said Wheeler had stated that no money was needed for the inquiry.

GUESTS IN MISSION

MISSION—Guests of Mr. and Mrs. Milo Strait at their home at 313 E. 12th street are Mr. and Mrs. Frank Braendle of Lansing, Mich.; and Mr. and Mrs. Edgar Huyck of Carson City, Mich. Mrs. Braendle and Mrs. Huyck are sisters of Mrs. Strait. This is the first visit of the two Michigan couples to the Valley. Mr. and Mrs. Strait, who own groves north and west of Mission, are spending their sixth winter in the Valley.

LONACONING EXPRESS WILL STEAM OUT AGAIN! . . By Phil Berube





Galveston Anicos Can't Find Competition For Cage Game

DALLAS —(AP)— Galveston's Anicos, one of the greatest girls basketball teams of all time, has about run out of competition.

It was not of the Anicos' choosing, because they were deliberately broken up in an effort to whittle down to the size of the opposition.

But it did no good. Saturday they continue to win and the competition has dwindled until they can't get enough games to make it really interesting.

Time was when the Anicos, a team sponsored by the American National Insurance Company, roamed the broad southwest and middle west, running up unbelievable winning streaks and twice capturing the national AAU championship.

But each year it became increasingly difficult to get games close enough to home. So the All-American stars left the squad and this season the team started with new faces at all but two positions.

They were here Friday night to play the Dallas Hornets and they won 27-17, their seventh victory in eight starts. Who they will meet next is the problem.

"We sent out about 25 letters seeking games," said Louis Rivaux, business manager. "We've played all we could get and now, there's nothing to look forward to but the state AAU tournament."

Rivaux couldn't understand what had happened to all the girl teams that once played in Texas.

The Anicos were organized in 1935, being then known as the Red Ramblers. They won the national title in 1938 and 1939 and finished third last season. Once they boasted a consecutive winning streak of 66 games.

CRASH KILLS JAP ADMIRAL

Kwangtung Ship Spin Fatal To Osumi

TOKYO — (AP) — Admiral Mineo Osumi, Japanese supreme war councilor, has been killed in the crash of a naval plane in Kwangtung province, China, the navy ministry aannounced Saturday.

Six other naval officers, including Rear Admiral Hikojiro Suga, died in the crash.

The officers were inspecting the Chinese war front and were en route from Canton to Hainan Island when the crash occurred, the ministry said.

The wrecked plane was discovered Thursday on Huanyangshan mountain near the Sikiang river in Kwangtung province, China, the ministry said.

6 Tanks Taken

Greek Rout Italian Counter-Attack

ATHENS—(AP)—Six tanks and armored cars of an Italian formation were destroyed and the commanding officer of the unit was killed, a Greek government spokesman reported Thursday, when Greeks hurled back a counterattack on their lines in the Klisura sector of the Albanian front.

The spokesman said a subsequent attack on a small scale a few hours later likewise was repulsed by heavy machine-gun fire.

Prisoners, including the drivers and crews of the tanks and armored cars, were captured, the report continued.

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GUESTS FROM TYLER

COMBES—Mr. and Mrs. T. J. Smith had as week-end guests, Mrs. Ed Murry and son, Edward, and daughter, Mrs. L. D. Porter of Tyler. Mrs. Murry is a sister of Mrs. Smith. Their mother, Mrs. Fiske, who has been visiting in the Murry home, returned here with them to make her home with the Smith family.

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MIAMI, Fla. — (AP) — Warren Wright's great chestnut colt, Whirlaway, served notice Saturday on other Kentucky Derby hopefuls that he still likes to run in the stretch.

Warming up for bigger races later, Whirlaway broke last in the $1,500 Coconut Grove Stakes at Hialeah Park. At the end of a quarter-mile, the other four three-year-olds in the six-furlong dash were closely bunched—eight lengths ahead of the big Kentucky colt.

Then Apprentice Jockey Wendell Eads started to cut down the distance and by the time they entered the stretch Whirlaway was trailing by only four lengths.

Whirlaway came charging down the stretch, much as he raced last year while winning more money than any other two-year-old in the country, and nipped Herbert M. Woolf's Signator at the wire in a photo finish.

The Calumet colt, carrying 117 pounds against 108 for each of the other horses, was a $3.30 for two choice and ran the distance in 1.11 3-5. He paid $2.90 to place and $2.40 to show.

Minnesota Is Given Rockne Trophy

MINNEAPOLIS—(AP)—The Knute Rockne Memorial Trophy, emblematic of football supremacy among the nation's colleges and universities, found a permanent resting place Saturday night at the University of Minnesota.

The trophy was given to Minnesota for the best national record over a ten year period according to a ranking system devised by Professor Frank G. Dickinson, University of Illinois economist.

Shea Beats Champ

ST. PETERSBURG — (AP) — Merv Shea, known to the profession as one of the best little signal-stealers in baseball, pulled the biggest upset of the baseball players' golf tournament in years by defeating Defending Champion Wesley Ferrell, 2 and 1, in their semi-final joust at the Jungle Club Saturday.

In Sunday's 36-hole final the Detroit coach will tangle with Lefty Lloyd Brown, veteran pitcher of the Phillies, who eliminated Heinie Manush, the tournament medalist, 2 and 1, in the other of Saturday's sun-drenched semi-finals.

Surprise Win Is Scored In Big Handicap

Gen'l Manager Takes Santa Anita Race

LOS ANGELES—(AP)—W. B. Simpson's Gen'l Manager scored a surprising triumph Saturday in the $10,000 San Carlos Handicap, while the heavily backed favorite, Mioland, ran to defeat for the first time in five starts in the seven furlong feature race at Santa Anita Park before 27,000 turf fans.

The four-year-old son of the great Morvich, which had twice chased Mioland to the wire at Santa Anita this season, found the distance and the heavy going better to his liking and won the sprint by four lengths.

Mioland, backed down to 4 to 5 odds by the bettors, came out fourth in the photo in the blanket finish for the second and third positions. The Valdina Farms' Viscounty, closing with a rush, grabbed the place shot by a nose; and the Circle S Stable's Hysterical, which set the pace down the back stretch and held it until the turn into the stretch, took third.

Mioland, the Winter book favorite to win the coming $100,000 Santa Anita Handicap, rolled from seventh place at the quarter to third in the stretch, but failed to overhaul the flying Gen'l Manager and then lost ground to the final charge of Viscounty and Hysterical.

The winner's time was one minute and 24 2-5 seconds. Gen'l Manager paid $26.00, $8.00 and $5.00; Viscounted $19.80 and $9.40, and Hysterical $5.60.

Indians Seeking Pennant Material

CLEVELAND—(AP)—Something is brewing in the wigwam when the Cleveland Indians practically raid the old men's home twice the same week.

Vice President C. C. Slapnicka explained Saturday it was all due to an "all out" pennant drive.

The Tribe this week purchased 36-year-old pitcher Joe Heving from the Boston Red Sox, and swaapped Joe Humphries, 25, to the Chicago White Sox for hurler Clint Brown, now nearing 38.

"We're going all out for the pennant," declared Slapnicka. "Barring injuries and the draft, we think we have a splendid chance to win this year. We're not leaving a stone unturned."

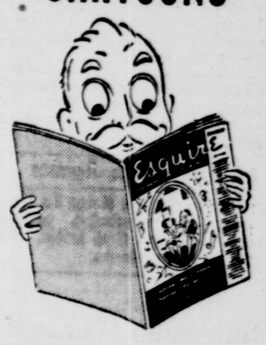
Paducah Coach Dies Following Operation

PADUCAH, Tex.—(AP)—Ab Pruitt, 25, coach of Paducah High School's 1940 district football champions, died here Friday night following an appendix operation. Burial will be at Dallas, his former home.

LEADER
Gasoline
Batteries, Auto Accessories
Pan American
24-Hour Service Station
14th, Monroe
Brownsville

Natural caverns winding through the Rock of Gibraltar make it one of the best air raid shelters in the world.

Come in and see a complete display of
Original Esquire CARTOONS



ON DISPLAY THIS WEEK ONLY
While away a dull noon hour by improving your sense of humor. Cheer yourself up after a hard day's work. In fact drop around any time this week.
Through the courtesy of the makers of Roblee Shoes, we're all ready with a full collection of your favorite Esquire cartoons — not re-prints but the originals—just as they were conceived and drawn by your favorite Esquire artists.
This is a standing invitation to come in and browse around. You can take down your hair but you won't have to take off your shoes.
Copyright Esquire, Inc., 1941, and used with permission of the copyright owners
$5 TO $5.65
PAYNE'S DEPENDABLE SHOES
103 E. Jackson Harlingen
Roblee SHOES FOR MEN

Spruce up . . .
In a STETSON
Play Boy
$5.00
FEATURED here in a variety of styles and colors . . . and in pastel shades and mixtures. Come in and select your favorite from the hat that is known to millions of Americans as representing outstanding quality.
Style Headquarters For Men
BAUM'S
HARLINGEN McALLEN MERCEDES

1. ANNOUNCEMENTS

1a. Funeral Directors

STOTLER & BURDETTE MORTUARY
Instant and Reliable
Ambulance Service
Phone 555 Harlingen

Thompson's Mortuary
John T. Thompson
Fast Emergency & Private Ambulance
Adequate Facilities, Reasonable Cost.
Experienced Personnel
Phone 256 Harlingen

1b. Florists

CUT flowers, candytuft and calendulas, 15c dozen. Double poinsettia cuttings and pot plants. 1652 Lincoln street, Brownsville.

MOST beautiful display double poinsettias in Valley last three seasons. Cuttings for sale. 215 S. Broadway, McAllen.

PLETCHER'S FLORISTS
The Valley's Finest
Prompt Free Delivery
Tel. 345 Harlingen

1c. Personals

WANTED: Men and women, boys and girls able to resist five million dollars worth of liquor advertising. Life long satisfaction guaranteed. (Adv. WCTU.)

REV. JOSEPH P. MORGAN, spiritual advisor on all business, life, health affairs daily. 825 St. Francis street, Brownsville.

DO NOT DESTROY your lapsed insurance policies. Let me collect cash on them for you. Box A-128, Star, Harlingen.

1d. Lost and Found

LOST: Black brief case with initials J. F. K. in or near McAllen. Reward. Phone Crouse, 202-W. 1118 E. Jackson, Harlingen

LOST: Lady's "Longines" wrist watch. Finder return to C. E. Reese Jewelry, McAllen. Liberal reward.

1e. Travel, Transportation

WANTED: One or two passengers. Leave early in week by automobile for Louisiana by Houston. L. Langford, phone 883, Brownsville.

McALLEN REYNOSA BUS LINE

McALLEN to REYNOSA	
8:30 A.M.	2:00 P.M.
10:00 A.M.	4:00 P.M.
12:00 A.M.	6:00 P.M.
	8:00 P.M.
Saturday and Sunday	11:00 P.M.

REYNOSA to McALLEN	
7:50 A.M.	1:00 P.M.
9:00 A.M.	3:00 P.M.
11:00 A.M.	5:00 P.M.
	7:00 P.M.
Saturday and Sunday	11:30 P.M.

2. EMPLOYMENT

2a. Male Help Wanted

BOY car-hop wanted. Apply at Lindy's, Elizabeth and San Benito Highway, Brownsville.

2b. Female Help Wanted

WOMAN for general housework. Prefer woman who needs home. Phone 962, McAllen.

DRESS business of your own without investment. We supply you with everything needed. Details free. Write today. FASHION FROCKS, Dept. W-883, Cincinnati, O.

2c. Male-Fem. Help Wanted

THE L. B. Price Mercantile Company has opening for man or lady with car to sell our merchandise. Unless you can furnish A-1 reference, please do not apply. 320 Third St., Mercedes.

TEACHERS. Commercial subjects. Must have degree. Three references in first letter. Box A-129, Star, Harlingen.

2d. Sales Help, Agents

SERVICE salesman living La Feria, interested commission position. Give reference first letter. Box 474, La Feria, Texas.

Salesman Wanted:

ONE SALESMAN IMMEDIATELY

Nationally known, well-rated manufacturer, established 35 years, needs good man to work local territory. Sell institutions, industries. Age 30-55. Must own car. Quality products, fully guaranteed. Modern sales help. Demonstrating samples. No investment. We deliver and collect. Good pay. Definite future. Personal interview. Write Box C-186, Monitor, McAllen.

STAR-MONITOR-HERALD
Harlingen - McAllen - Brownsville
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Member of the Associated Press
The Associated Press is exclusively entitled to the use for publication of all news dispatches credited to paper, and also the local news published therein.

2. EMPLOYMENT

2e. Work Wanted

WANTED: Practical nursing by middle-aged lady. Reference furnished. Mrs. J. S. Toland, Rt. 2, San Benito.

AMERICAN girl wants work, experienced in lighthouse work or care for children. De LaBarg, Lyford, Rt. 1.

TRAINED nurse wishes nursing, any case. Free to leave city. 805 N. 15th, phone 878, McAllen.

REGISTERED nurse wishes work anywhere. Two days of week free when necessary. 640 W. Second street, Mercedes.

2g. Instructions

Your Opportunity

Now to learn Beauty Culture

If you are really seeking success, are over 16 years of age, and can read and write English, start Now; Tuition only $3.00 a week.

Holtry's College Of Beauty Culture
302 E. Harrison Harlingen

3. BUSINESS CHANCES

WANTED: Have buyer with $1200 cash for a good, small grocery or filling station on highway or near any good town in the Valley. Give full particulars. Willingham Realty, Call 137, Harlingen.

WELL established millinery and space for ready-to-wear, if desired. Best location in best Valley town. Write Box 1, c-o Brownsville Herald, Brownsville.

ONE of the largest manufacturers of tractors and farm implements is contemplating establishing a dealership in an excellent location in the Valley. Representative will be in Valley next week to take applications. Those interested address Box A-131, Star, Harlingen.

RESTAURANT
Well equipped, well located, doing good business.
$2,500
MONSEES & STELL
Merchants Bank Building
Phone 151 Brownsville

4. DOGS, CATS, PETS

PUREBRED German police puppies, 6-weeks-old. Just weaned. Call at Modern Shoe Shop, McAllen.

REGISTERED Great Dane puppies, beautifully marked with black mask, three months old. Make ideal companions and excellent guards for fruit orchards. Mrs. L. H. McClain, Rio Courts, Apt. 4, Edinburg.

5. MDSE. FOR SALE

5a. Household Goods

GOOD complete baby bed for sale cheap. 115 West 12th St., Mission.

6.4 FOOT electric refrigerator, a bargain—$30. Phone 796 or write Postoffice Box 222, Brownsville.

FOR SALE: New Sears Roebuck Refrigerator, take up payments, $5.00 monthly, save $35.00. Willis Parsons, San Benito, three miles out Bay View road, or G. H. Bingley, San Benito.

Mattresses
Save Up To
50 per cent
By having your present cotton mattress made into a guaranteed—
Inner-Spring Mattress
We Are Equipped To Do Any Type of Mattress Work
Cantwell Mattress & Awning
"Factory To Home Prices"
Phone 1098 Harlingen
Hi.-San Benito Hwy.

5e. Miscellaneous

USED PIPE
Good reconditioned galvanized pipe —½" to 2". You can save money at the
BROWNSVILLE IRON AND METAL CO.
14th St. at Southmost Road
PHONE 120

6. MDSE. WANTED

6a. Wanted to Buy

OLD dolls, over 40 years. Will buy or borrow for exhibit. Box 664, Pharr.

WANTED to buy: 150 feet 2-inch galvanized second hand pipe. Must be in good condition. Box 1102, San Benito.

WANTED to buy: Complete set Encyclopaedia Britannica. Must be cheap and late edition. One with year book and research privilege, preferred. Write Herald, Box xx, Brownsville.

SCRAP IRON AND METAL
We pay the highest prices for junk iron and metal brass, copper, aluminum and old radiators.
Brownsville Iron and Metal Co.
14th St. at Southmost Road
PHONE 120

WE will pay $10.00 per ton for good marketable Marsh grapefruit. Pharr Citrus Co., Pharr.

6b. Wanted to Trade

WANT TO TRADE: Five-rooms of furniture for medium size trailer house. Write Star, Box A-130, Harlingen.

FOR SALE: House trailer. Will trade for farm, cows or car. G. H. Knight, Olmito.

7. REAL ESTATE

7a. Rooms for Rent

NICELY furnished front bedroom. Adjoining bath. Close in. 402 N. 15th, McAllen.

ROOM and board, reasonable. Best meals in town. Mrs. Hollingsworth, 1005 St. Charles, telephone 1414, Brownsville.

ROOM, well furnished, with garage. 32 Adams street, phone 954, Brownsville.

7b. Rentals

5-ROOM brick home, nicely furnished. 2 acres land. City conveniences. Frigidaire. Only permanent tenants. Mrs. Ethel Parker, phone 1128, Harlingen.

LARGE four-room modern apartment. Electric refrigeration, $20 per month. Phone 945, Harlingen.

HALL apartments, beautifully furnished 3-room bath. Everything furnished. Phone 9517, Harlingen.

FURNISHED 4-room house, innerspring mattress. Frigidaire, $22.50. Mrs. W. P. Heaton, 509 E. Lincoln, Harlingen.

SMALL apartment, private bath, hot and cold water. All bills paid. $4.50 weekly. 302 E. Harrison, Harlingen.

FURNISHED house: $50.00 monthly. 110 Avenue A, Riverside. Telephone Carlos G. Watson, Brownsville.

SOUTHEAST duplex, bills paid. $37.50. Permanent tenant. New equipment. Adults. Phone 183, ask for J. W. Woodford, Brownsville.

FOR RENT: 8-room house at 1121 W. Jackson. See J. Martinez, 414 W. Harrison, Harlingen.

DESIRABLE, unfurnished house, two bedrooms, connecting bath, screened porches, hot water heater, fenced yard, garage. 1225 Northwest St. Charles, Brownsville.

GOOD 5-room house, one mile north of Patton and Berry's store on Boca Chica highway, Route 1, Brownsville. Will rent for six months or longer. Apply on premises, I. Bearden.

STRICTLY modern, furnished home. Awnings. Large screened and curtained porch. Hot water heater. Phone 377, Brownsville.

FURNISHED duplex, south side, Electrolux, innerspring mattress. Inquire 117 W. Washington, Harlingen.

NICE apartments, hot water, innerspring mattress, newly papered. $4.00 to $7.00 weekly. 313 E. Polk, Harlingen.

FOR RENTAL PROPERTY see Mrs Ethel Parker 109 W. Van Buren, phone 1128, Harlingen.

FURNISHED AND UNFURNISHED apartments, houses. Desirable bedrooms. Listings appreciated Mrs. J. L. Swann, phone 1169-W Harlingen.

TWO-BEDROOM duplex, completely furnished, $25 month. Call 183, Brownsville.

THREE-ROOM furnished apartment, for immediate occupancy. Electrical refrigeration. Bills paid. No children. 1130 West Elizabeth, Brownsville.

THREE-ROOM furnished apartment, clean and attractive. No children or pets. Utilities paid. Phone 1615-J, Brownsville.

NICELY furnished apartments, moderately priced, close in. Utilities paid. Nel-Roy, phone 642, Glenwood, phone 1512, Brownsville.

FOR RENT: Nicely furnished brick duplex. Also small furnished house. Phone 693, Harlingen.

BEAUTIFULLY furnished Swedish efficiency apartment. Suitable for 2 only. Available February 10. Phone 1040, Harlingen.

7c. Wanted to Rent

WANTED to rent: Unfurnished house, prefer 6 rooms. Phone 529, Harlingen. W. Edgar Johnston.

7f. Houses for Sale

ATTRACTIVE, modern cottage. Priced right for quick sale. Phone 252, Harlingen.

ATTRACTIVE six-room modern home. Large yard, beautiful shrubbery. Easy terms. 1110 E. Madison, phone 1121 or 1097-W, Harlingen.

MODERN 4-room house and bath. Garage. On paved street. A bargain for quick sale. Phone 1574 for appointment. Brownsville.

FOR SALE: 1001 East Taylor street; $10,000 home for sale at bargain. Owner has moved from Harlingen. Call 137, Harlingen, or owner at 467, McAllen. Willingham Realty Co., Harlingen.

NEW cottage, modern conveniences, garage. Screened porch. Located on corner. For sale at a bargain. Phone 350, Brownsville.

A REAL HOME—Modern, on pavement, double garage, chicken houses, some bearing orchard. Owner intends to retire.

W. B. SHAW
118 So. 1st St. Harlingen

7. REAL ESTATE

7f. Houses for Sale

HOUSE, completely redecorated. Six rooms, hall, two porches. Payments less than rent. 555 West St. Charles. Carlos G. Watson, Brownsville.

Do You Want A Home With Acreage?

We have two—one in Sharyland and one on Jackson Road. Both are cheap for cash. Both under $3000—and very nice.

ABBOTT REALTY CO.
14 S. 15th St. McAllen

Money Talks

$2,500 buys nice east front five-room stucco home with breakfast room, back service porch, front porte cochere, garage and work room. $750 cash and balance less than rent.

$2,850 buys nice newly decorated five-room home with front and back porches and garage. Well located in Los Ebanos. $850 cash and balance $26.75 per month including principal, interest and taxes.

$3,600 buys large six-room home with three bedrooms, ample closet space, breakfast room, back service porch, double garage and storage space. On good corner lot in West Brownsville. $750 cash; balance $36 per month including principal, interest and taxes.

S. C. GRAHAM & CO.
REALTORS
Phone 179 Marine Arcade Bldg
Brownsville

Schwingel & Swope
REALTORS
Efficient Property Management, Groves, Farms, City Property, Loans, Insurance, Rentals.
6½ S. Main St., 2nd Floor
PHONE 860 McALLEN

$100 MONTHLY INCOME FOR THE REST OF YOUR LIFE

2 duplexes or 4 houses, all in good repair. No expense needed for improvements. All completely furnished, and new furniture, too. 4 garages—nice court of shrubbery. Worth $8,500 of anybody's money. Can be bought for a few hundred cash at $2,500 less than value. Situated in Harlingen in equal proximity to High School and Grade School.

Consult:
TOM B. BOWMAN,
Agent, at Gilbert Hotel, Harlingen, before it is too late

7g. Lots for Sale

FOR SALE: Nice, large lot on Acacia Drive in Los Ebanos, Brownsville. Apply Chas. Doepel, Delta Courts, Brownsville.

LAKE FRONT HOMESITES
Desirable suburban homesites on Lake Olmito priced as low as $290.
Eleven acres of Highway frontage priced to sell—$1000.
Homes and Ranch land at bargain prices.
LLOYD PARKER
OLMITO, TEXAS

7h. Farms, Ranches for Sale

GOOD farms and stock farms for sale in Bee, Goliad, Karnes, Live Oak, Nueces and San Patricio counties; easy terms. Let us show you. FRENCH & COMPANY, Real Estate and Loans, Beeville, Texas.

R. J. THOMAS
Mercedes Hotel
Mercedes, Texas, offers:

20 acres all in orchard near La Feria. Very good house, barn, and outbuildings. If sold for cash would let the tractor and farm equipment go with it. Will offer this property very cheap and will price only to bona fide prospect.

Good brick home in Dallas, well-located. Will rent for $50 per month. Will trade for well-located Valley orchard.

520 acres about 50 miles from Texarkana, near Winthrop, Arkansas. $10 per acre. Clear. Trade for Valley property. Might pay some cash difference.

Also have a cash buyer for a wholesale oil and gas station for a smaller place.

One of the best super-service stations in one of the best towns in south Texas at a bargain price. Bonafide prospects see me for details.

10 acres on pavement, 5 acres bearing orchard. Owner says sell.

A well located 5 room house, new. Look this over.

Garage apartment, good location, worth the money.

Lots both in and outside city limits priced to sell.

W. B. SHAW
118 So. First St. Harlingen

7. REAL ESTATE

7h. Farms, Ranches for Sale

FOR SALE
SMALL CITRUS FRUIT ORCHARD 7 acres, just outside city limits Brownsville. Will sell cheap and finance reasonable size home for buyer. SMALL CASH PAYMENT, balance terms to suit. Address "Owner," Box 67, c-o Herald, Brownsville, or LeGrand Pace, McAllen.

240 ACRES OF FIRST CLASS FARM LAND

This land, located in a bend of the Rio Grande River, was cut from Mexico and is now in the United States. It is located just below Ft. Brown and in cultivation. Easily irrigated and has protection border. This is the best of Valley land and is for sale for $20,000.

Phone Pedro G. Lozano, Matamoros 32-W. Write Post Office Box 2, Matamoros, Tamps.

Farms

25 ACRES in cultivation, 6-room frame house, garage, paved highway, 2½ miles from Harlingen. Worth $4000. Selling for $2500. Terms.

20 ACRES in cultivation, 4-room frame house, garage and workshop. Combination chicken house, well water, paved highway. Worth $3000. Price now $2400.

20 ACRES in cultivation, 6-room house, garage, chicken house, 2 acres in grove, good well water, 4 miles from Harlingen. Price $2500. Easy terms.

20 ACRES in cultivation, 5-room frame house, garage, chicken house, close in. Only $1850. Easiest terms.

Harlingen Houses

7-ROOM duplex, good condition, rents for $35.00. Price only $2250. Terms like rent.

5-ROOM frame house, 2-car garage, nice shade. A $3500 property for only $2500. Terms like rent.

5-ROOM frame house, concrete foundation. Cost $4000. Good condition. Price $2500. Terms like rent.

Tom B. Bowman
Real Estate Agent
Office Gilbert Hotel Harlingen

7i. Trade Real Estate

OWNER will sell new 6-room brick veneer home or trade equity in same for good house trailer. Located 401 Cynthia, Cathay Courts Addition, McAllen.

7j. Business Property

ONE of best paying tourist courts in McAllen. See Van Ramshorst, room 214, next to bank, McAllen.

9. FARM NEEDS

9b. Cattle, Horses, Mules

FOR SALE: Medium size saddle pony, very gentle. Bargain. G. H. Bingley, San Benito.

9c. Poultry, Supplies

LARGEST production sexed pullets and males and R.O.P. sired chicks in southwest. Prices no higher than for common chicks. R.O.P. sires out of 232-312 egg hens. Catalog free. DIXIE POULTRY FARMS, Box 204, Brenham, Tex.

OUR trap-nested big leghorns, R. I. Reds, also hybrids. Custom hatching, pullets. Fisher Poultry Farms and Hatchery, Raymondville.

Purina Embryo Fed BABY CHICKS
They're properly fed during the 21 days in the shell.
Place Orders Now!
F. G. Jackson FEED STORE
119 No. Commerce Harlingen

9d. Feeds, Seeds, Plants

SHADE trees, pot plants and shrubs. Los Ebanos Greenhouse, telephone 1588, Brownsville.

CUT flowers for all occasions. Flowering shrubs, potted plants. Free delivery. Tropical Nursery, phone 185-J, Brownsville.

PLANT our early bearing bred-up pecan and fruit trees now. Catalog free. Bass Pecan Company, Lumberton, Mississippi.

FOR SALE: 600 tons of bundled Hegira at attractive price. See Mr. Hensley at Adams Gardens.

Seed Corn All Varieties
FRANK GRIMSELL SEED CO.
Harlingen-San Benito

10. BUSINESS SERVICE

WELDERS, BLACKSMITHS

QUALITY tanks, overhead, underground, delivery. Also stands. Valley Welding & Blacksmith, 314 So. Adams, Harlingen.

LAUNDRY, CLEANERS

SHIRTS laundered, 10c at the Snow White Laundry and Cleaners, 530 Thirteenth street, phone 131, Brownsville.

SPECIAL prices. We offer special prices on family bundle laundry. Snow White Laundry, 530 Thirteenth, phone 131, Brownsville.

FURNITURE REP., UPHOLSTERING

FURNITURE repaired, upholstered and refinished. Phone 464, 418 East Harrison. Belden Furniture, Harlingen.

7. REAL ESTATE

7f. Houses for Sale

Open for Inspection Today

This nice home and beautiful orchard for sale at a low price and good terms. Located 1½ miles west of Harlingen on main highway. Open for inspection from 1:00 to 6:00 p. m. today, Sunday.

Willingham Realty
Telephone 137

PROPERTY OWNERS

We have an unusual demand for improved Valley Properties and need listings of good offerings. Our prospects are not the speculative type, but bona-fide home buyers and real estate investors. If you desire to sell, and are content to place your property with us, based on the present market values, we are confident of producing results. To secure the varieties of listings desired, we have adopted this method of contact and suggest that you take advantage of this plan. No obligation.

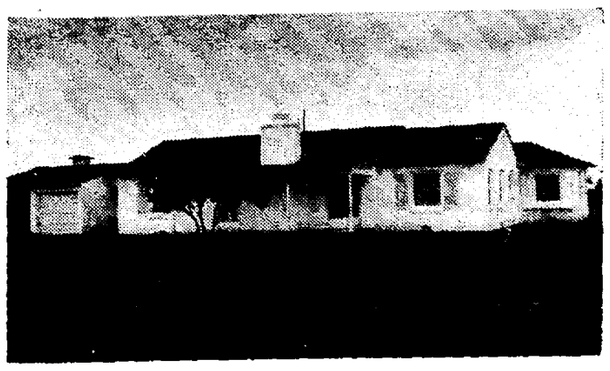
PHONE 445—446

PENRY & POWERS 112 So. 1st St. Harlingen

Clip out, fill in and mail to us the following information:

Penry & Powers, 112 So. 1st, Harlingen
Owners Name .....
Address ..... P. O. .....
Lot ..... Blk. ..... St. No. .....
No. Acres ..... Type Home ..... Rooms .....
Acres Cultivation ..... Trees .....
Soil ..... Road .....
Price ..... Terms .....
If listing is desired we will call and inspect your property

The Charles Lee Home



One of the prettiest homes in the Valley. This desirable property is now for sale due to the fact that Mr. Lee has been transferred to Dallas. (Shown by appointment only.)

Willingham Realty
Harlingen—Phone 137

I Know the Valley... and Values!

Communicate with me for Farms, Groves and Cattle Ranches. Have several 5,000- to 10,000-acre ranches for sale.

W. H. GILES.

280 acres good land, all in cultivation, located one-half mile off paved road. This land has work sheet with cotton allotment and government benefits. The purchaser gets possession at once. I have several good farmers who want to rent it. Price $25.00 per acre.

520 acres with two miles frontage on paved road. All grass land, located five miles from one of Valley's best towns. Price only $10.00 per acre.

20 acres with good 5-room farm home, barn, garage, chicken house and other improvements. Has 3-acre grove, all good varieties. All good farm land. Price $60.00 per acre.

20 acres on paved road two miles from good town. This place is all good land and has 4-room tenant house and is accessible to Rural Electrification line. Price $50.00 per acre.

see W. H. Giles or R. N. Jones
Phone 414 Harlingen Embee Bldg.

BACK FROM TRIP
MISSION — Harley Halstead returned Monday from a four-week visit to north and east points. He spent two weeks in Charleston, W. Va., and stopped also in Indiana, Illinois and Ohio.

OSBURNS MOVE
MISSION—Mr. and Mrs. J. L. Osburn have moved to 1108 Miller, occupying the house in which Dr. and Mrs. E. H. Henry lived until they moved to the corner of 11th and Miller Streets.

10. BUSINESS SERVICE

FURNITURE REP., UPHOLSTERING

YOU will find furniture you need at Liddell Furniture Stores. Your old mattresses made new.

FURNITURE repaired, refinished. Porch curtains, slip covers. Phone 442, 305 West Jefferson, Port City Tent Awning Co., Brownsville.

PHOTO SUPPLIES, EQUIP.

ALFRED TAMM
Maps
BLUE PRINTING AND SUPPLIES
ONE DAY SERVICE
Blue Printing, Photo Prints, Engineering, Architect and Artist Supplies, Drafting.
107 S First St. Harlingen

TYPEWRITER REP., SERVICE

WE SELL, rent and repair all makes of typewriters. Phone 1105, Smith Typewriter Exchange, Brownsville.

"BELIEVE IT OR NOT"
We Know We Know
TYPEWRITERS

Exclusive Sales Agent
UNDERWOOD TYPEWRITERS
MACHINES
SUNSTRAND ADDING
Since 1927
Fred R. Scroggins
115 So. First Phone 295
Harlingen

LUMBER, BUILDING

Simple To Buy
Easy To Pay For
A home is easy to buy and easy to pay for, when you use the Taylor Plan. Come in and look over our latest home plans. You, too, will say, "That's what we want. Let's buy it NOW!"
Money to—
Build, Remodel or Refinance Present Loans
For Only ... 4½%
This service is available to rural owners at the same rate as for city owners.
Taylor Lumber Co.
J. C. Atchison, Mgr.
Phone 24 214 N. Com.
Harlingen

ROOFING, TINNING

FRANK KUHN
ROOFING & SHEET METAL WORKS
16th and W. Hiway — Phone 9541
McAllen

11. FINANCIAL

11a. Personal, Chattel Loans

MONEY IMMEDIATELY AVAILABLE
If you are in need of money to pay taxes or for any emergency, see us. We have given five years of satisfactory service. ASK OUR CUSTOMERS.
Phone 364, L. W. Ely, Mgr.
Eagle Finance Co.
1315 Austin McAllen

HERE

You Can Get Money For All Your Needs
If your wife needs a new outfit or you want to buy a car, you can borrow the money from us. You need no security and you can take as long as you like to repay the loan. Why not stop in today and inquire about this offer?
Six years of Good, Conservative Small Loan Service. Ask Our Customers.
EAGLE LOAN COMPANY
109 So. "A" Phone 970
HARLINGEN

11b. Automobile Loans

$5 to $300
ON YOUR AUTO
First and Second LIEN
1 to 18 Months to Pay
Refinancing—Longer Terms
Smaller Payments
Magnolia Finance Co.
122 W. Van Buren Phone 1068
Harlingen

1. ANNOUNCEMENTS

1a. Funeral Directors

STOTLER & BURDETTE MORTUARY
Instant and Reliable Ambulance Service
Phone 555 Harlingen

Thompson's Mortuary
John T. Thompson
Fast Emergency & Private Ambulance
Adequate Facilities, Reasonable Cost.
Experienced Personnel
Phone 256 Harlingen

1b. Florists

CUT flowers, candytuft and calendulas, 15c dozen. Double poinsettia cuttings and pot plants. 1652 Lincoln street, Brownsville.

MOST beautiful display double poinsettias in Valley last three seasons. Cuttings for sale. 215 S. Broadway, McAllen.

PLETCHER'S FLORISTS
The Valley's Finest
Prompt Free Delivery
Tel. 345 Harlingen

1c. Personals

WANTED: Men and women, boys and girls able to resist five million dollars worth of liquor advertising. Life long satisfaction guaranteed. (Adv. WCTU.)

REV. JOSEPH P. MORGAN, spiritual advisor on all business, life, health affairs daily. 825 St. Francis street, Brownsville.

DO NOT DESTROY your lapsed insurance policies. Let me collect cash on them for you. Box A-128, Star, Harlingen.

1d. Lost and Found

LOST: Black brief case with initials J. F. K. in or near McAllen. Reward. Phone Crouse, 202-W. 1118 E. Jackson, Harlingen

LOST: Lady's "Longines" wrist watch. Finder return to C. E. Reese Jewelry, McAllen. Liberal reward.

1e. Travel, Transportation

WANTED: One or two passengers. Leave early in week by automobile for Louisiana by Houston. L. Langford, phone 883, Brownsville.

McALLEN REYNOSA BUS LINE
McALLEN to REYNOSA
8:30 A.M. 2:00 P.M.
10:00 A.M. 4:00 P.M.
12:00 A.M. 6:00 P.M.
8:00 P.M.
Saturday and Sunday 11:00 P.M.
REYNOSA to McALLEN
7:50 A.M. 1:00 P.M.
9:00 A.M. 3:00 P.M.
11:00 A.M. 5:00 P.M.
7:00 P.M.
Saturday and Sunday 11:30 P.M.

2. EMPLOYMENT

2a. Male Help Wanted

BOY- car-hop wanted. Apply at Lindy's, Elizabeth and San Benito Highway, Brownsville.

2b. Female Help Wanted

WOMAN for general housework. Prefer woman who needs home. Phone 962, McAllen.

DRESS business of your own without investment. We supply you with everything needed. Details free. Write today, FASHION FROCKS, Dept. W-683, Cincinnati, O.

2c. Male-Fem. Help Wanted

THE L. B. Price Mercantile Company has opening for man or lady with car to sell our merchandise. Unless you can furnish A-1 reference, please do not apply. 320 Third St., Mercedes.

TEACHERS. Commercial subjects. Must have degree. Three references in first letter. Box A-129, Star, Harlingen.

2d. Sales Help, Agents

SERVICE salesman living La Feria, interested commission position. Give reference first letter. Box 474, La Feria, Texas.

Salesman Wanted:

ONE SALESMAN IMMEDIATELY

Nationally known, well-rated manufacturer, established 35 years, needs good man to work local territory. Sell institutions, industries. Age 30-55. Must own car. Quality products, fully guaranteed. Modern sales help. Demonstrating samples. No investment. We deliver and collect. Good pay. Definite future. Personal interview. Write Box C-186, Monitor, McAllen.

STAR - MONITOR - HERALD
Harlingen - McAllen - Brownsville
Published every Sunday by the Valley Publishing Co., at Harlingen, Texas.
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Member of the Associated Press
The Associated Press is exclusively entitled to the use for publication of all news dispatches credited to paper, and also the local news published herein.

2. EMPLOYMENT

2e. Work Wanted

WANTED: Practical nursing by middle-aged lady. Reference furnished. Mrs. J. S. Toland, Rt. 2, San Benito.

AMERICAN girl wants work, experienced in lighthouse work or care for children. De LaBarg, Lyford, Rt. 1.

TRAINED nurse wishes nursing, any case. Free to leave city. 805 N. 15th, phone 878, McAllen.

REGISTERED nurse wishes work anywhere. Two days of week free when necessary. 640 W. Second street, Mercedes.

2g. Instructions

Your Opportunity

Now to learn Beauty Culture

If you are really seeking success, are over 16 years of age, and can read and write English, start Now; Tuition only $3.00 a week.

Holtry's College Of Beauty Culture
302 E. Harrison Harlingen

3. BUSINESS CHANCES

WANTED. Have buyer with $1200 cash for a good, small grocery or filling station on highway or near any good town in the Valley. Give full particulars. Willingham Realty, Call 137, Harlingen.

WELL established millinery and space for ready-to-wear, if desired. Best location in best Valley town. Write Box 1, c-o Brownsville Herald, Brownsville.

ONE of the largest manufacturers of tractors and farm implements is contemplating establishing a dealership in an excellent location in the Valley. Representative will be in Valley next week to take applications. Those interested address Box A-131, Star, Harlingen.

RESTAURANT
Well equipped, well located, doing good business.
$2,500
MONSEES & STELL
Merchants Bank Building
Phone 151 Brownsville

4. DOGS, CATS, PETS

PUREBRED German police puppies, 6-weeks-old. Just weaned. Call at Modern Shoe Shop, McAllen.

REGISTERED Great Dane puppies, beautifully marked with black mask, three months old. Make ideal companions and excellent guards for fruit orchards. Mrs. L. H. McClain, Rio Courts, Apt. 4, Edinburg.

5. MDSE. FOR SALE

5a. Household Goods

GOOD complete baby bed for sale cheap. 115 West 12th St., Mission.

6.4 FOOT electric refrigerator, a bargain—$30. Phone 796 or write Postoffice Box 222, Brownsville.

FOR SALE: New Sears Roebuck Refrigerator, take up payments, $5.00 monthly, save $35.00. Willis Parsons, San Benito, three miles out Bay View road, or G. H. Bingley, San Benito.

Mattresses
Save Up To
50 per cent
By having your present cotton mattress made into a guaranteed—
Inner-Spring Mattress
We Are Equipped To Do Any Type of Mattress Work
Cantwell Mattress & Awning
"Factory To Home Prices"
Phone 1098 Harlingen
Hgn.-San Benito Hwy.

5e. Miscellaneous

USED PIPE
Good reconditioned galvanized pipe —½" to 2". You can save money at the
BROWNSVILLE IRON AND METAL CO.
14th St. at Southmost Road
PHONE 120

6. MDSE. WANTED

6a. Wanted to Buy

OLD dolls, over 40 years. Will buy or borrow for exhibit. Box 664, Pharr.

WANTED to buy: 150 feet 2-inch galvanized second hand pipe. Must be in good condition. Box 1102, San Benito.

WANTED to buy: Complete set Encyclopaedia Britannica. Must be cheap and late edition. One with year book and research privilege, preferred. Write Herald, Box xx, Brownsville.

SCRAP IRON AND METAL
We pay the highest prices for junk iron and metal brass, copper, aluminum and old radiators.
Brownsville Iron and Metal Co.
14th St. at Southmost Road
PHONE 120

6a. Wanted to Buy

WE will pay $10.00 per ton for good marketable Marsh grapefruit. Pharr Citrus Co., Pharr.

6b. Wanted to Trade

WANT TO TRADE: Five-rooms of furniture for medium size trailer house. Write Star, Box A-130, Harlingen.

FOR SALE: House trailer. Will trade for farm, cows or car. G. H. Knight, Olmito.

7. REAL ESTATE

7a. Rooms for Rent

NICELY furnished front bedroom. Adjoining bath. Close in. 402 N. 15th, McAllen.

ROOM and board, reasonable. Best meals in town. Mrs. Hollingsworth, 1005 St. Charles, telephone 1414, Brownsville.

ROOM, well furnished, with garage, 32 Adams street, phone 954, Brownsville.

7b. Rentals

5-ROOM brick home, nicely furnished. 2 acres land. City conveniences. Frigidaire. Only permanent tenants. Mrs. Ethel Parker, phone 1128, Harlingen.

LARGE four-room modern apartment. Electric refrigeration, $20 per month. Phone 945, Harlingen.

HALL apartments, beautifully furnished 3-room bath. Everything furnished. Phone 9517, Harlingen.

FURNISHED 4-room house, innerspring mattress, Frigidaire, $22.50. Mrs. W. P. Heaton, 509 E. Lincoln, Harlingen.

SMALL apartment, private bath, hot and cold water. All bills paid. $4.50 weekly. 302 E. Harrison, Harlingen.

FURNISHED house: $50.00 monthly. 110 Avenue A, Riverside. Telephone Carlos G. Watson, Brownsville.

SOUTHEAST duplex, bills paid. $37.50. Permanent tenant. New equipment. Adults. Phone 183, ask for J. W. Woodford, Brownsville.

FOR RENT: 8-room house at 1121 W. Jackson. See J. Martinez, 414 W. Harrison, Harlingen.

DESIRABLE, unfurnished house, two bedrooms, connecting bath, screened porches, hot water heater, fenced yard, garage. 1225 Northwest St. Charles, Brownsville.

GOOD 5-room house, one mile north of Patton and Berry's store on Boca Chica highway, Route 1, Brownsville. Will rent for six months or longer. Apply on premises. I. Bearden.

STRICTLY modern, furnished home. Awnings. Large screened and curtained porch. Hot water heater. Phone 377, Brownsville.

FURNISHED duplex, south side, Electrolux, innerspring mattress. Inquire 117 W. Washington, Harlingen.

NICE apartments, hot water, innerspring mattress, newly papered. $4.00 to $7.00 weekly. 313 E. Polk, Harlingen.

FOR RENTAL PROPERTY see Mrs. Ethel Parker 109 W. Van Buren, phone 1128, Harlingen.

FURNISHED AND UNFURNISHED apartments, houses. Desirable bedrooms. Listings appreciated Mrs. J. L. Swann, phone 1169-W Harlingen.

TWO-BEDROOM duplex, completely furnished. $25 month. Call 183, Brownsville.

THREE-ROOM furnished apartment, for immediate occupancy. Electrical refrigeration. Bills paid. No children. 1130 West Elizabeth, Brownsville.

THREE-ROOM furnished apartment, clean and attractive. No children or pets. Utilities paid. Phone 1615-J, Brownsville.

NICELY furnished apartments, moderately priced, close in. Utilities paid. Nel-Roy, phone 642, Glenwood, phone 1512, Brownsville.

FOR RENT: Nicely furnished brick duplex. Also small furnished house. Phone 693, Harlingen.

BEAUTIFULLY furnished Swedish efficiency apartment. Suitable for 2 only. Available February 10. Phone 1040, Harlingen.

7c. Wanted to Rent

WANTED to rent: Unfurnished house, prefer 6 rooms. Phone 529, Harlingen. W. Edgar Johnston.

7f. Houses for Sale

ATTRACTIVE, modern cottage. Priced right for quick sale. Phone 252, Harlingen.

ATTRACTIVE six-room modern home. Large yard, beautiful shrubbery. Easy terms. 1110 E. Madison, phone 1121 or 1097-W, Harlingen.

MODERN 4-room house and bath. Garage. On paved street. A bargain for quick sale. Phone 1574 for appointment. Brownsville.

FOR SALE: 1001 East Taylor street; $10,000 home for sale at bargain. Owner has moved from Harlingen. Call 137, Harlingen, or owner at 467, McAllen. Willingham Realty Co., Harlingen.

NEW cottage, modern conveniences, garage. Screened porch. Located on corner. For sale at a bargain. Phone 550, Brownsville.

A REAL HOME—Modern, on pavement, double garage, chicken houses, some bearing orchard. Owner intends to retire.

W. B. SHAW
118 So. 1st St. Harlingen

7. REAL ESTATE

7f. Houses for Sale

HOUSE, completely redecorated. Six rooms, hall, two porches. Payments less than rent. 555 West St. Charles. Carlos G. Watson, Brownsville.

Do You Want A Home With Acreage?

We have two—one in Sharyland and one on Jackson Road. Both are cheap for cash. Both under $3000—and very nice.

ABBOTT REALTY CO.
14 S. 15th St. McAllen

Money Talks

$2,500 buys nice east front five-room stucco home with breakfast room, back service porch, front porte cochere, garage and work room. $750 cash and balance less than rent.

$2,850 buys nice newly decorated five-room home with front and back porches and garage. Well located in Los Ebanos. $850 cash and balance $26.75 per month including principal, interest and taxes.

$3,600 buys large six-room home with three bedrooms, ample closet space, breakfast room, back service porch, double garage and storage space. On good corner lot in West Brownsville. $750 cash; balance $36 per month including principal, interest and taxes.

S. C. GRAHAM & CO.
REALTORS
Phone 179 Marine Arcade Bldg
Brownsville

Schwingel & Swope
REALTORS
Efficient Property Management, Groves, Farms, City Property, Loans, Insurance, Rentals.
6½ S. Main St., 2nd Floor
PHONE 860 McALLEN

$100 MONTHLY INCOME FOR THE REST OF YOUR LIFE

2 duplexes or 4 houses, all in good repair. No expense needed for improvements. All completely furnished, and new furniture, too. 4 garages—nice court of shrubbery. Worth $8,500 of anybody's money. Can be bought for a few hundred cash at $2,500 less than value. Situated in Harlingen in equal proximity to High School and Grade School.

Consult:
TOM B. BOWMAN,
Agent, at Gilbert Hotel, Harlingen, before it is too late.

7g. Lots for Sale

FOR SALE: Nice, large lot on Acacia Drive in Los Ebanos, Brownsville. Apply Chas. Doepel, Delta Courts, Brownsville.

LAKE FRONT HOMESITES
Desirable suburban homesites on Lake Olmito priced as low as $290.
Eleven acres of Highway frontage priced to sell—$1000.
Homes and Ranch land at bargain prices.
LLOYD PARKER
OLMITO, TEXAS

7h. Farms, Ranches for Sale

GOOD farms and stock farms for sale in Bee, Goliad, Karnes, Live Oak, Nueces and San Patricio counties; easy terms. Let us show you. FRENCH & COMPANY, Real Estate and Loans, Beeville, Texas.

R. J. THOMAS
Mercedes Hotel
Mercedes, Texas, offers:

20 acres all in orchard near La Feria. Very good house, barn, and outbuildings. If sold for cash would let the tractor and farm equipment go with it. Will offer this property very cheap and will price only to bona fide prospect.

Good brick home in Dallas, well-located. Will rent for $50 per month. Will trade for well-located Valley orchard.

520 acres about 50 miles from Texarkana, near Winthrop, Arkansas. $10 per acre. Clear. Trade for Valley property. Might pay some cash difference.

Also have a cash buyer for a wholesale oil and gas station for a smaller place.

One of the best super-service stations in one of the best towns in south Texas at a bargain price. Bonafide prospects see me for details.

10 acres on pavement, 5 acres bearing orchard. Owner says sell.

A well located 5 room house, new. Look this over.

Garage apartment, good location, worth the money.

Lots both in and outside city limits priced to sell.

W. B. SHAW
118 So. First St. Harlingen

7. REAL ESTATE

7h. Farms, Ranches for Sale

FOR SALE
SMALL CITRUS FRUIT ORCHARD
7 acres, just outside city limits Brownsville. Will sell cheap and finance reasonable size home for buyer. SMALL CASH PAYMENT, balance terms to suit. Address "Owner," Box 67, c-o Herald, Brownsville, or LeGrand Pace, McAllen.

240 ACRES OF FIRST CLASS FARM LAND

This land, located in a bend of the Rio Grande River, was cut from Mexico and is now in the United States. It is located just below Ft. Brown and in cultivation. Easily irrigated and has protection border. This is the best of Valley land and is for sale for $20,000.

Phone Pedro G. Lozano, Matamoros 32-W. Write Post Office Box 2, Matamoros, Tamps.

Farms

25 ACRES in cultivation, 6-room frame house, garage, paved highway, 2½ miles from Harlingen. Worth $4000. Selling for $2500. Terms.

20 ACRES in cultivation, 4-room frame house, garage and workshop. Combination chicken house, well water, paved highway. Worth $3000. Price now $2400.

20 ACRES in cultivation, 6-room house, garage, chicken house, 2 acres in grove, good well water, 4 miles from Harlingen. Price $2500. Easy terms.

20 ACRES in cultivation, 5-room frame house, garage, chicken house, close in. Only $1850. Easiest terms.

Harlingen Houses

7-ROOM duplex, good condition, rents for $35.00. Price only $2250. Terms like rent.

5-ROOM frame house, 2-car garage, nice shade. A $3500 property for only $2500. Terms like rent.

5-ROOM frame house, concrete foundation. Cost $4000. Good condition. Price $2500. Terms like rent.

Tom B. Bowman
Real Estate Agent
Office Gilbert Hotel Harlingen

7i. Trade Real Estate

OWNER will sell new 6-room brick veneer home or trade equity in same for good house trailer. Located 401 Cynthia, Cathay Courts Addition, McAllen.

7j. Business Property

ONE of best paying tourist courts in McAllen. See Van Ramshorst, room 214, next to bank, McAllen.

9. FARM NEEDS

9b. Cattle, Horses, Mules

FOR SALE: Medium size saddle pony, very gentle. Bargain. G. H. Bingley, San Benito.

9c. Poultry, Supplies

LARGEST production sexed pullets and males and R.O.P. sired chicks in southwest. Prices no higher than for common chicks. R.O.P. sires out of 232-312 egg hens. Catalog free. DIXIE POULTRY FARMS, Box 204, Brenham, Tex.

OUR trap-nested big leghorns, R. I. Reds, also hybrids. Custom hatching, pullets. Fisher Poultry Farms and Hatchery, Raymondville.

Purina Embryo Fed BABY CHICKS
They're properly fed during the 21 days in the shell.
Place Orders Now!
F. G. Jackson FEED STORE
119 No. Commerce Harlingen

9d. Feeds, Seeds, Plants

SHADE trees, pot plants and shrubs. Los Ebanos Greenhouse, telephone 1588, Brownsville.

CUT flowers for all occasions. Flowering shrubs, potted plants. Free delivery. Tropical Nursery, phone 185-J, Brownsville.

PLANT our early bearing bred-up pecan and fruit trees now. Catalog free. Bass Pecan Company, Lumberton, Mississippi.

FOR SALE: 600 tons of bundled Hegira at attractive price. See Mr. Hensley at Adams Gardens.

Seed Corn All Varieties
FRANK GRIMSELL SEED CO.
Harlingen-San Benito

10. BUSINESS SERVICE

WELDERS, BLACKSMITHS

QUALITY tanks, overhead, underground, delivery. Also stands. Valley Welding & Blacksmith, 314 So. Adams, Harlingen.

LAUNDRY, CLEANERS

SHIRTS laundered, 10c at the Snow White Laundry and Cleaners, 530 Thirteenth street, phone 131, Brownsville.

SPECIAL prices. We offer special prices on family bundle laundry. Snow White Laundry, 530 Thirteenth, phone 131, Brownsville.

FURNITURE REP., UPHOLSTERING

FURNITURE repaired, upholstered and refinished. Phone 464, 418 East Harrison. Belden Furniture, Harlingen.

7. REAL ESTATE

7f. Houses for Sale

Open for Inspection Today

This nice home and beautiful orchard for sale at a low price and good terms. Located 1½ miles west of Harlingen on main highway. Open for inspection from 1:00 to 6:00 p. m. today, Sunday.

Willingham Realty
Telephone 137

PROPERTY OWNERS

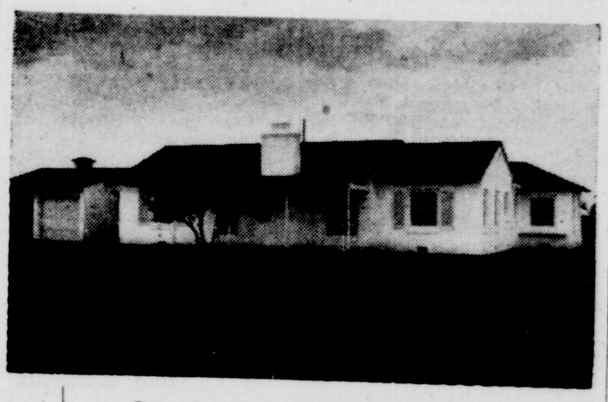
We have an unusual demand for improved Valley Properties and need listings of good offerings. Our prospects are not the speculative type, but bona-fide home buyers and real estate investors. If you desire to sell, and are content to place your property with us, based on the present market values, we are confident of producing results. To secure the varieties of listings desired, we have adopted this method of contact and suggest that you take advantage of this plan. No obligation.

PHONE 445—446
PENRY & POWERS 112 So. 1st St. Harlingen

Clip out, fill in and mail to us the following information:

Penry & Powers, 112 So. 1st, Harlingen
Owners Name .....
Address..... P. O.....
Lot..... Blk..... St. No.....
No. Acres..... Type Home..... Rooms.....
Acres Cultivation..... Trees.....
Soil..... Road.....
Price..... Terms.....
If listing is desired we will call and inspect your property

The Charles Lee Home



One of the prettiest homes in the Valley. This desirable property is now for sale due to the fact that Mr. Lee has been transferred to Dallas. (Shown by appointment only.)

Willingham Realty
Harlingen—Phone 137

I Know the Valley... and Values!

Communicate with me for Farms, Groves and Cattle Ranches. Have several 5,000- to 10,000-acre ranches for sale.

W. H. GILES.

280 acres good land, all in cultivation, located one-half mile off paved road. This land has work sheet with cotton allotment and government benefits. The purchaser gets possession at once. I have several good farmers who want to rent it. Price $25.00 per acre.

520 acres with two miles frontage on paved road. All grass land, located five miles from one of Valley's best towns. Price only $10.00 per acre.

20 acres with good 5-room farm home, barn, garage, chicken house and other improvements. Has 3-acre grove, all good varieties. All good farm land. Price $60.00 per acre.

20 acres on paved road two miles from good town. This place is all good land and has 4-room tenant house and is accessible to Rural Electrification line. Price $50.00 per acre.

see W. H. Giles or R. N. Jones
Phone 414 Harlingen Embee Bldg.

BACK FROM TRIP
MISSION — Harley Halstead returned Monday from a four-week visit to north and east points. He spent two weeks in Charleston, W. Va., and stopped also in Indiana, Illinois and Ohio.

OSBURNS MOVE
MISSION—Mr. and Mrs. J. L. Osburn have moved to 1108 Miller, occupying the house in which Dr. and Mrs. E. H. Henry lived until they moved to the corner of 11th and Miller Streets.

10. BUSINESS SERVICE

FURNITURE REP., UPHOLSTERING

YOU wil find furniture you need at Liddell Furniture Stores. Your old mattresses made new.

FURNITURE repaired, refinished. Porch curtains, slip covers. Phone 442, 305 West Jefferson, Port City Tent Awning Co., Brownsville.

PHOTO SUPPLIES, EQUIP.

ALFRED TAMM
Maps
BLUE PRINTING AND SUPPLIES
ONE DAY SERVICE
Blue Printing, Photo Prints, Engineering, Architect and Artist Supplies, Drafting.
107 S. First St. Harlingen

TYPEWRITER REP., SERVICE

WE SELL, rent and repair all makes of typewriters. Phone 1105, Smith Typewriter Exchange, Brownsville.

"BELIEVE IT OR NOT"
We Know We Know
TYPEWRITERS

Exclusive Sales Agent
UNDERWOOD TYPEWRITERS
MACHINES
SUNSTRAND
ADDING
Since 1927
Fred R. Scroggins
115 So. First Phone 295
Harlingen

LUMBER, BUILDING

Simple To Buy
Easy To Pay For
A home is easy to buy and easy to pay for, when you use the Taylor Plan. Come in and look over our latest home plans. You, too, will say, "That's what we want. Let's buy it NOW!"
Money to—
Build, Remodel or Refinance Present Loans
For Only ... 4½%
This service is available to rural owners at the same rate as for city owners.
Taylor Lumber Co.
J. C. Atchison, Mgr.
Phone 24 214 N. Com.
Harlingen

ROOFING, TINNING

FRANK KUHN
ROOFING & SHEET METAL WORKS
16th and W. Hiway — Phone 9541
McAllen

11. FINANCIAL

11a. Personal, Chattel Loans

MONEY IMMEDIATELY AVAILABLE

If you are in need of money to pay taxes or for any emergency, see us. We have given five years of satisfactory service. ASK OUR CUSTOMERS.

Phone 364, L. W. Ely, Mgr.

Eagle Finance Co.
1315 Austin McAllen

HERE

You Can Get Money For All Your Needs

If your wife needs a new outfit or you want to buy a car, you can borrow the money from us. You need no security and you can take as long as you like to repay the loan. Why not stop in today and inquire about this offer?

Six years of Good, Conservative Small Loan Service. Ask Our Customers.

EAGLE LOAN COMPANY
109 So. "A" Phone 970
HARLINGEN

11b. Automobile Loans

$5 to $300
ON YOUR AUTO
First and Second LIEN
1 to 18 Months to Pay
Refinancing—Longer Terms
Smaller Payments
Magnolia Finance Co.
122 W. Van Buren Phone 1068
Harlingen

7. REAL ESTATE — 7. REAL ESTATE

7h. Farms, Ranches for Sale — 7h. Farms.-Ranches for Sale

SMART PEOPLE WILL NOT BE CAUGHT NAPPING

Watch Harlingen's Unprecedented Growth

10 ACRE GROVE, with modern 6-room home, on pavement, near Combes. $3000.00, third cash, balance terms.

5 ACRES, VERY GOOD 4-room home, pavement. 3 acres in trees, one block Stuart school, $2000.00, $300.00 cash, balance good terms.

10 ACRES MODERN 5-ROOM HOME, 7 acres in trees. Stuart Place, $3000.00, $300.00 cash, balance $21.00 per month.

80 ACRES CLOSE IN (pavement) ripe for sub-division into 5- and 10-acre blocks for home sites. Price confidential.

MODERN 6-ROOM HOME, 4 blocks postoffice, best of location, $2500.00, terms.

MODERN 5-ROOM HOME, E. Jackson street, 2 blocks grammar school. $1950.00, $200.00 cash will handle.

MODERN 6-ROOM HOME and 4-room home (same lot). Pavement West Filmore street. $2950.00. Some cash and terms. Rents $40.00 per month.

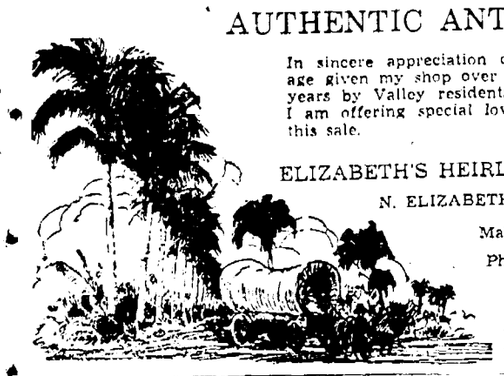
TRADE: Modern stucco home, 2 miles from postoffice, for duplex or small apartment in Harlingen.

HERREN REALTY COMPANY
Phone 383 Harlingen, Texas

10. BUSINESS SERVICE — 10. BUSINESS SERVICE

Eighth Anniversary Sale Of

AUTHENTIC ANTIQUES



In sincere appreciation of the patronage given my shop over the past eight years by Valley residents and visitors, I am offering special lower prices for this sale.

ELIZABETH'S HEIRLOOM SHOP
N. ELIZABETH GARNETT
Main Highway
Pharr, Texas

Sale
Feb. 7-22

11. FINANCIAL

11b. Automobile Loans

AUTOMOBILE LOANS
General Insurance
Refinancing

Bennett Tire & Supply
M Bailey
Weslaco

You can Borrow Money on your car

BLOCKER, WHITE & DABNEY
AUTO LOANS
GENERAL INSURANCE
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To Build,
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12b. Tires, Batteries

TIRE SPECIAL
Brand New Goodrich Commander, with the Life Time Guarantee. Size 600-16 priced $7.24, and your old tire.
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TIME TO RE-TIRE
Slick Tires Are DANGEROUS
Why Put Off Buying WHEN YOU CAN

GET A FISK
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12. AUTOMOBILE — 12. AUTOMOBILE

12d. Used Cars — 12d. Used Cars

1940 BUICK Super Torpedo 4-door sedan. Fully equipped extras. Low mileage,. just driven from Flint, Mich., by tourist. Save $500. Priced to sell. $995, 1023 Keralum. Mission, phone 276.

FOR SALE: Personal car, 1940 Ford Deluxe sedan, radio, perfect condition. Call Bouldin, 777 Harlingen.

1941 Packards

Look at these three Demonstrators. Excellent care — Low Mileage

One-Twenty Sedan, Radio $265 Discount
One-Ten DeLuxe Sedan, Radio $225 Discount

Your Packard & Pontiac Dealer

Arnold & Sharpe
Packard-Pontiac
114 So. F St. Harlingen Phone 240

12e. Autos Wanted

WANTED: 1937 or 1938 model Chevrolet, Ford or Plymouth. Will pay cash. Write Box XYZ-50, c-o Valley Morning Star, Harlingen.

LEGAL NOTICES

Collection District No. 23. Office of the Collector of Customs, Laredo, Texas, February 2, 1941. Pursuant to the provisions of Sec. 607 T.A. 1930, Notice is hereby given that there were seized at Harlingen, Texas, on January 26, 1941, One 1928 model Chevrolet roadster, Motor No. 4781703, one qt. dist. liquor and 2 rolls marihuana, for violation of Marihuana Tax Act of 1937, Sec. 593 T.A. 1930 and Sec. 3062 R.S. Any person desiring to claim the above described vehicle must appear and file with the undersigned a claim to such property and a bond in the sum of $250 within 20 days from the date of first publication of this notice, in default of which the property will be declared forfeited and disposed of in accordance with the law. Harry P. Hornby, Collector of Customs.

2:2-9-16--31-39

OKLAHOMA LIVESTOCK

OKLAHOMA CITY —(AP)— (U.S.D.A.)— Cattle, salable and total 50; calves 50; for week beef steers and yearlings uneven, 25 to 50 lower; some of the early loss regained; beef cows 50-75 lower; canners and cutters around 25 lower; bulls steady to 25 higher; vealers and slaughter calves strong to 50 higher; stockers little changed; mostly steady to weak; feeders slow; unevenly lower; week's prices: top fed steers 11.00; odd head to 11.50; medium and good steers and yearlings 9.00-10.65; light yearling heifers 9.00-10.00; few cows 7.00-7.50; bulk 5.50-6.50; canners and cutters 3.50-5.50; bulls largely 6.00-7.15; vealer top 13.00; slaughter calves 6.00-10.00; stockers 7.00-11.00.

Hogs, salable 250; total 550; steady clean up trade for packers; most choice 180-270 lbs 7.40-7.60; odd sows 6.50; for the week butcher hogs, closed steady to 10 higher than a week ago; late top to city butchers 7.70; packer peak 7.60; packing sows around steady; mostly 6.25-6.50; few light weights to 6.75.

Sheep, salable and total 180; trade nominal; for the week fed lambs closed steady after early losses of 25-40; late top 9.75; choice new crop lambs up to 12.50; other classes mostly nominal.

TEXAS LIVESTOCK

FORT WORTH —(AP)—(U.S.D.A.)—Cattle salable 100; total 200. Calves salable 200; total 300. Saturday's trade nominal; compared with last week's close; all classes of cattle and calves steady; top beef steers and yearlings 11.50; most short fed steers 10.00 down; top cows 7.00; bulls 6.75 down; best heavy fat calves 10.25 and vealers to 11.00; feeder steers averaging 1300 lbs 9.25; stocker steer calves mostly 12.00 down, few 12.50; stock heifer calves up to 11.00; stocker cows 4.50-7.00.

Hogs salable 300; total 500; mostly steady with Friday's average; practical top 7.80 paid for good and choice 200-275 lb butchers; odd head up to 7.75; most of supply mixed grades selling from 7.40 down to 4.50; packing sows steady mostly 6.25; compared with week ago, good butchers steady to ten cents lower.

Sheep salable and total 150. Saturday's trade nominal; compared with last week's close; all classes strong to mostly 25 higher; most medium and good wooled fed lambs 9.00-9.50; top 10.00; fresh shorn lambs 8.00 down; wooled yearlings 8.50; fall shorn yearlings 8.00; fall shorn two year old wethers 7.00; top aged wooled wethers 6.25; few wooled ewes 5.00; feeder lambs 8.00-8.50.

CHICAGO LIVESTOCK

CHICAGO —(AP)— (U.S.D.A.)— Salable hogs 300; total 6,300; steady; trade on few small lots available; supply hardly large enough to make a market, however; load 250 lbs butchers 8.25; few around 250 lbs averages 8.00; shippers take none; holdovers 500; compared weke ago; good adn choice 160-300 lbs barrows and gilts 10-15 higher; heavier butchers and sows generally 5-10 up.

Salable cattle 150; no calves. Compared Friday last week: Fed steers and yearlings weak to 25, mostly 25 lower; good and choice offerings showed full decline, in instances more; receipts sharply curtailed at all markets as finishers nursed the trade along in face of protracted sluggishness in dressed beef; receipts at twelve large markets approximately 17,000 head under last week; bulk steers and yearlings sold at 9.75-13.25; little above 14.00, extreme top 15.10 paid for choice to prime 966 lbs yearlings, with choice but not prime weighty steers at 15.00; bulk long fed weighty steers 13.00-14.00, most of these as well as few loads at 14.10-14.50 coming from western feed lots; sizable supply good to choice 950-1050 lbs fleshly feeders in second hands closed weak; all other classes got more action than steers, heifers closing fully steady with light kinds active; choice to prime heavy heifers reached 13.00, little above 11.25, however; cows strong to 25 higher; bulls and vealers strong, all upturns being due to acute scarcity and paid under protest.

Salable sheep 1,500; total 8,000; late Friday: Generally steady; extreme top shade higher at 10.65 to city butchers on short deck 90 lbs fed lambs; good to choice fed westerns 101 lbs down 10.40 to mostly 10.50; few 82 lbs fall shorn lambs 9.85; good to choice slaughter ewes 5.50-5.75; compared Friday last week: Fat lambs closed fully steady; sheep 25-35 lower but no yearlings available late; feeding and shearing lambs practically absent; closing extreme top 10.65 to city butchers, week's bulk good to choice fed western lambs 101 lbs down 10.25-10.50, practically all at 10.50 late, near the close 102-106 lbs 10.25-10.40; medium to good light lambs 9.75-10.15, few common down to 8.00; few 82 lbs fall shorn lambs 9.85; summer shorn 101 lbs 9.75; yearlings 8.25-9.00; bulk good to choice fed western ewes 5.40-5.85, top 6.00; few shearing lambs 9.75.

LIFETIME USED CAR GUARANTEE

1939 Chevrolet Coach ...$495
1938 Pontiac Roadster ...$295
1939 Ford Fordor $495
1940 Ford Tudor $665
1934 Chevrolet Pickup ...$165
1939 Ford Convert. Coupe $595

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"HOME OF LIFETIME GUARANTEED USED CARS"

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1940 PLYMOUTH DeLuxe Coupe, New paint, new seat covers, mechanically perfect. Was $695. Now $625

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1938 PLYMOUTH Business Coupe New Paint, good tires. Was $465 Now $395

1936 CHEVROLET Master Business Coupe. New paint, new seat covers. Was $275. Now $225

1936 DODGE 4-Door Touring Sedan. New paint, seat covers, reconditioned motor. Was $295. Now $225

Coaches-Tudors

1939 PLYMOUTH Coach. New seat covers, motor reconditioned. Was $595. Now $525

1938 PLYMOUTH Coach. Original equipment throughout. Was $450. Now $395

1937 PLYMOUTH Coach. Radio, white sidewall tires, seat covers. Was $375. Now.. $295

1938 DeSOTO Coach, with trunk, radio and overdrive. Was $475. Now $395

1937 FORD Tudor. New seat covers, reconditioned motor. Was $345. Now $295

1936 FORD DeLuxe Tudor with trunk, white sidewall tires. Was $300. Now .. $225

1938 CHEVROLET Coach. Original equipment, tires. Was $475. Now $425

1935 CHEVROLET Standard Coach. Original paint, new tires. Was $225. Now $175

Four Door Sedans

1940 CHRYSLER 4-Door Fast Back Sedan. New paint, new seat covers. Was $1045. Now $895

1939 CHRYSLER 4-Door Fast Back Sedan. Radio, overdrive, original paint. Was $845. Now $695

1940 OLDSMOBILE 4-Door Trunk Sedan. Original paint. Seiberling air-cooled tires. Was $999. Now $845

1939 BUICK 4-Door "61" Sedan. Original paint, excellent throughout. Was $825 Now $695

1937 PLYMOUTH 4-Door Sedan. Reconditioned throughout Was $375. Now $285

1937 PONTIAC 4-Door Sedan. New paint, new upholstery. A real buy. Was $375. Now $265

1935 PLYMOUTH 4-Door 6-Wheel Sedan with trunk, seat covers and radio. Was $225. Now $175

1934 TERRAPLANE 4-Door Sedan. New paint, new tires, one-owner. Was $195. Now $145

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'40 Chrysler New Yorker 4-dr. Sedan
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'39 Pontiac Tudor
'39 DeSoto Fordor
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'37 Buick 4-dr. Sedan
'37 Studebaker 4-dr. Sedan
'37 Chevrolet Town Sedan
'37 Oldsmobile Fordor
'37 Plymouth De Luxe Coupe

'40 Oldsmobile Tudor Sedan

'39 Ford De Luxe Tudor
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'36 Chevrolet Coach
'37 Oldsmobile Coupe
'37 Chevrolet Coupe

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Today's Markets

NEW YORK STOCK
By The Associated Press

Al Chem & Dye	150½	150½	150½
Am Can	87½	87½	87½
Am Smelt & R	41¾	41¾	41¾
Am T & T	163¾	163¾	163½
Anaconda	24⅞	24⅞	24¾
A T & S F	22⅞	22¾	22¾
Aviat Corp	4⅞	4¼	4⅜
Barnsdall Oil	8½	8⅜	8½
Bendix Aviat	35	34¾	35
Beth Steel	84	83½	84
Borden	19¾	19½	19½
Case	50	50	50
Chrysler	67	66½	66¾
Colum G & El	4¼	4⅛	4¼
Consol Oil	5⅝	5½	5½
Cont Can	38	37¾	38
Cont Oil Del	18⅛	18½	18½
Corn Prod	46	46	46
Curtiss Wright	8⅝	8½	8½
Douglas Aire	69⅝	69¼	69¾
El Pow & Lt	3½	3½	3½
Freeport Sulph	35¼	35¼	35¼
Gen El	33⅞	33½	33⅞
Gen Fods	36	35⅞	36
Gen Mot	44½	44	44⅜
Goodrich	13½	13⅜	13½
Goodyear	18⅛	18	18⅛
Greyhound	11¼	11¼	11¼
Houston Oil	4	4	4
Int Harvester	50⅜	49¾	49¾
Johns Manville	59	58½	58½
Lorillard	18⅜	18⅛	18⅛
Mid Cont Pet	14⅜	14⅜	14⅜
M K T	1½	1½	1½
Montgom Ward	36⅞	36¾	36¾
Nash Kelvinator	4⅜	4⅜	4⅜
Nat Dairy Pr	13	13	13
Ohio Oil	7⅛	7⅛	7⅛
Packard	3⅛	3	3
Penney	81¼	81	81⅛
Phelps Dodge	30½	30	30½
Phillips Pet	37¼	37¼	37¼
Pure Oil	7⅞	7⅞	7⅞
R C A	4⅜	4⅜	4⅜
Sears Roebuck	73½	73⅜	73½
Shell Union Oil	11⅜	11⅜	11⅜
Socony Vac	8⅛	8⅛	8⅛
Southern Pacific	9¼	9¼	9⅜
Stand Brands	6¾	6¼	6¼
S O Cal	19⅛	19	19
S O Ind	27	27	27
S O NJ	35	34¾	34⅞
Tex Pac Ry	9⅞	9⅞	9⅞
Tex Corp	36¾	36⅛	36¾
Tex Gulf Prod	3⅛	3⅛	3⅛
Tex Gulf Sulph	36⅛	36⅛	36⅛
Union Carbide	65⅞	65⅛	65⅜
Union Oil Cal	14⅞	14	14⅛
United Aire	37⅞	37⅞	37⅞
United Gas Imp	9½	9⅜	9⅜
U S Rubber	21⅝	21	21⅛
U S Steel	63¾	63⅛	63⅜
Warner Bros	3¼	3⅛	3⅛
W U Tel	20⅞	20⅛	20⅛
West El & Mfg	96¼	95½	96¼
White Mot	15⅝	14⅞	14⅞
Woolworth	32⅝	32½	32⅝

STOCKS IN THE SPOTLIGHT

NEW YORK —(AP)— Sales, closing price and net change of the fifteen most active stocks Saturday:

Bath Ir Wks	6,200	23⅞	+ ⅛
Para Pict	4,800	11⅜	— ⅛
Radio	4,000	4⅜	No
Packard	3,400	3	No
Gen Mot	3,300	44⅜	+ ⅜
Sharp & Doh	2,700	4⅞	+ ⅛
Loft	2,500	17⅜	No
Std Oil NJ	2,500	34⅞	No
Gen Bronze	2,500	4	+ ⅛
Graham-Paige	2,400	1	+ ⅛
Penn RR	2,300	23⅜	+ ⅜
Gen Am Inv	2,300	4½	No
Beth Steel	2,200	84	+ ½

NEW YORK CURB

Am Cyan B	34	33⅜	34
Am Gas & El	30⅜	30⅛	30⅜
Ark Nat Gas A	1¾	1¾	1¾
Brewst Aero	10	10	10
Cities Service	4⅜	4⅜	4⅜
Eagle Pich	9⅛	9⅛	9⅛
El Bond & Sh	3⅝	3½	3½
Gulf Oil	33¼	33	33¼
Humble Oil	57½	57⅜	57½
Lone Star Gas	10	10	10
Niag Hud Pow	2⅞	2⅞	2⅞
Unit Gas	31¾	31¾	31¾

GOVERNMENT BONDS

NEW WYORK —(AP)— Government bonds:

3⅜	47-43	1	107.6	
4	44-51	1	112.20	112.18 112.20
2½	53-49	1	105.24	
2¾	60-55	2	108.15	

MARKETS AT A GLANCE

NEW YORK —(AP)—
Stocks—irregular; price changes narrow.
Bonds—narrow; some rails dip.
Foreign Exchange—steady; Hongkong dollar at year's top.
Cotton—improved; trade support.
Sugar—steady; scarcity of offerings.
Metals—quiet; end of January zinc stocks at record lowest.
Wool tops—higher; Boston trade interests buy.
CHICAGO—
Wheat—unsettled; early gains lost.
Corn—easy; moderate demand.
Cattle—steady.
Hogs—steady; few on sale.

KANSAS CITY LIVESTOCK

KANSAS CITY —(AP)— (U.S.D.A.)— Hogs, salable and total none; not enough offered to test values; market nominally steady; for week; uneven, 170 lbs up 5 to 15 higher; underweights weak to 25 lower; packing sows steady; closing top 7.85.

Cattle, salable 200, total 600; calves, salable 25, total 50; for week: Fed steers and yearlings mostly steady; early decline recovered. She stock steady to 25 lower; heavy heifers off most; bulls steady. vealers and calves steady to strong; stockers and feeder classes slow, steady to strong; week's tops: choice mixed yearlings 12.45; choice 1060 lb steers 12.00; choice heifers 11.75; choice fleshy feeders 11.50; vealers 13.00; bulk fed steers 9.00-11.25; fed heifers 8.50-10.50; bulk medium to choice stockers and feeders 8.75-10.90.

Sheep, salable and total none; for week: Lambs steady to 25 higher; sheep fully 25 lower, late top fed lambs 10.25; late bulk good and choice shipments 10.00-10.25; closing top natives 10.00; choice fed yearlings 9.25; others 9.00; medium to good ewes 4.50-5.25; shearing lambs 8.75-9.80.

CASH GRAIN

CHICAGO —(AP)— Cash wheat, no sales reported.

Corn No. 2 yellow 64-64¾; No. 3, 62-63¾; No. 4, 58½-60½; No. 5, 57¼-59; No. 6 white 63½; sample 55-57¼.

Oats No. 1 white 39¼; sample 33-34.

TEXAS GRAIN

FORT WORTH —(AP)— Demand continued slow to the end of the week on the grain market at Fort Worth.

Wheat—No. 1 soft red winter 91¼-92¼; No. 1 hard 89¼-91¼.

Barley—No. 2 nominally 58-59c; No. 3 nom 56-58c.

Sorghums—No. 2 yellow milo per 100 pounds nom $1.09-1.11; No. 3 milo nom $1.06-1.08; No. 2 white kafir nom $1.08-1.10; No. 3 kafir nom $1.05-1.07.

Corn—No. 2 shelled No. 2 white 72½-73½; No. 2 yellow 72½-73½c.

Oats—No. 2 red 42½-43½; No. 3 red 41-42c.

FLAX

MINNEAPOLIS —(AP)— Flax No. 1 1.72¼-1.76¼.

SPOT COTTON

NEW ORLEANS —(AP)— Spot cotton closed quiet, 2 points higher. Sales 521; low middling 8.80; middling 10.15; good middling 10.70. Receipts 3,669; stock 534,203.

COTTONSEED OIL

NEW ORLEANS —(AP)— Cottonseed oil closed steady. Bleachable prime summer yellow 6.25 nom; prime crude 5.25 nom. March 5.98B; May 6.08B; July 6.19B; September 6.28.

B—Bid.

MIDDLING COTTON

NEW ORLEANS —(AP)— The average price of middling 15-16ths inch Saturday at ten designated southern spot markets was 2 points higher at 10.14 cents a pound; average for the past thirty market days 10.10 cents; middling 1ths inch average 9.93 cents a pound.

COTTON FUTURES

NEW YORK —(AP)— Cotton futures reversed an early downward trend Saturday when offerings became scarce at the low levels.

Trade price fixing orders moved the list up to net gains of as much as 4 points, although renewed spot house offerings caused some hesitation.

Final prices were 1 to 3 points higher.

	High	Low	Last
March	10.38	10.33	10.37
May	10.36	10.33	10.35
July	10.25	10.19	10.23
October	9.76	9.74	9.74
December	9.73	9.73	9.71
January			9.68N

Middling spot 10.29N.
N—Nominal.

By FREDERICK GARDNER

NEW YORK —(AP)— The stock market Saturday finished a mild recovery week with leading issues edging slightly higher.

Those who showed up in board rooms had little to go on in the way of outstanding news. Apprehension over war and taxes persisted but another batch of earnings statements, demonstrating the ability of some corporations to overcome mounting imposts, inspired timid buying here and there and served to keep selling light.

The Associated Press average of 60 issues was up .1 of a point at 42.3 and on the week retained a net advance of .5. It was the first 6-day gain in four weeks. Transfers of 175,470 shares compared with 308,060 last Saturday.

Universal Pictures preferred got up 3 points on a meager turnover but it was an exception. Fractions were tacked on by U. S. Steel, Bethlehem, General Motors, Chrysler, Woolworth, Douglas Aircraft, American Telephone, Kennecott, Westinghouse, General Electric, Santa Fe, N. Y. Central, Texas Corp., aBth Iron Works, N. Y. Shipbuilding and Du Pont.

On the losing side for minor amounts were U. S. Rubber, Western Union, Great Northern, Consolidated Edison, Anaconda, Montgomery Ward, Boeing and International Harvester.

BOSTON WOOL

BOSTON —(AP)— (U.S.D.A.)— Demand for domestic wools in the Boston market was very quiet during the past week. Small quantities of fine combine Delaine wools sold at 42-44 cents, in the grease. Graded three eighths and quarter blood bright fleeces sold in very limited quantities at 43-45 cents, in the grease. Country packed lots of three eighths and quarter blood fleeces sold in small volume at 41-42 cents, in the grease, for bright fleeces, and at 38-40 cents, in the greece, for semi-bright fleeces.

BUTTER AND EGGS

CHICAGO —(AP)— Butter, receipts 694,549; steady; market unchanged.

Eggs receipts 14,237; steady, market unchanged.

METALS

NEW YORK —(AP)— Copper steady; electrolytic spot, Conn. Valley, 12.00N; export, FAS NY, 10.50-12.00. Tin steady; spot and nearby 50.25; forward 50.15. Lead steady; spot, New York 5.50-55; East St. Louis 5.35. Zinc steady; East St. Louis spot and forward 7.25. Pig iron, aluminum, antimony, quicksilver, platinum, Chinese wolframite and domestic scheelite unchanged.

CHICAGO GRAIN

CHICAGO —(AP)— Wheat prices chalked up gains ranging up to ½ cent Saturday but then wilted when short covering and mill purchasing faded, closing fractionally lower than Friday.

Strength in securities imparted a firm tone to wheat early in the session but the favorable new crop outlook and likelihood that a big harvest may complicate the domestic wheat program if there is no better foreign outlet continued to restrict buying. Southwestern reports indicated eastern mills have been taking some grain recently.

Wheat closed ⅛ lower to ¼ higher compared with Friday finish, May 82⅜-⅝; July 76¾-⅞; corn ⅛-¼ down, May and July 61¾; oats unchanged.

KANSAS CITY GRAIN

KANSAS CITY —(AP)— Wheat: 80 cars; ¼-¾ higher. No. 2 dark hard 80½-81¼; No. 3 79½-80¼; No. 2 hard 79½; No. 3 red, 80¼-81; May 75¼-⅜; July 70¾; Sep. 71.

Oats: 2 cars; unchanged to ¼ lower. No. 2 white nom 35¾-36½.

THE SUNDAY RADIO LOG

WLW (Cincinnati) MBS dial 700 — WOAI (San Antonio) NBC dial 1190
KRGV (Weslaco) NBC dial 1260 — KWKH (Shreveport) CBS dial 1100
KPRC (Houston) NBC dial 920 — KTSA (San Antonio) CBS dial 550

7:00 a. m.
KROV—News Roundup
KPRC—News Summary
KWKH—News
WLW—News

7:30 a. m.
KRGV—Tone Pictures
KPRC—Skypilot
WOAI—Gene and Glenn
KWKH—Variety
WLW—Church Forum

8:00 a. m.
KRGV—News
KPRC—Europe News
KTSA—Europe News
WOAI—Europe News
KWKH—Europe News
WLW—News

8:30 a. m.
KRGV—Radio Chapel
KPRC—Gov. Lee O'Daniel
KTSA—Christian Science
WOAI—Lee Gordon's orch
KWKH—Wings Over Jordan
WLW—Children's Hour

9:00 a. m.
KRGV—Chuck Wagon Gang
KPRC—Early Choir
KTSA—Chuck Wagon Gang
WOAI—Early Choir
KWKH—Church of the Air
WLW—News

9:30 a. m.
KRGV—Real Estate Hour
KPRC—T. J Better
KTSA—Symphony
WOAI—Dr. P. B. Hill
KWKH—Symphony
WLW—Southernaires

10:00 a. m.
KRGV—Latin American Hour
KPRC—News
KTSA—News
WOAI—News
KWKH—News
WLW—Inside Radio

10:30 a. m.
KRGV—Latin American Hour
KTSA—Major Bowes
WOAI—Music and Youth
KWKH—Major Bowes
WLW—Thrasher Sisters

11:00 a. m.
KRGV—Rex Herbeck's orch
KTSA—Major Bowes
WOAI—First Presbyterian Church
KWKH—Morning Services
WLW—Cadle Tabernacle Choir

11:30 a. m.
KRGV—Music Hall
KTSA—Travis Park Church
WOAI—First Presbyterian Church
KWKH—A. M. Services
WLW—Radio City Music Hall

12:00 Noon
KRGV—Radio City
KTSA—Church of the Air
WOAI—Sammy Kaye
KWKH—Church of the Air
WLW—Music of the Masters

12:30 p. m.
KRGV—Josef Marais
KPRC—Music, 12:45
KTSA—March of Games
WOAI—On Your Job
KWKH—March of Games
WLW—News

1:00 p. m.
KRGV—News and Weather
KPRC—Fogle-West Ensemble
KTSA—Jim Maverick
WOAI—String Orch
KWKH—Baptist Hour
WLW—The Dreamer

1:30 p. m.
KRGV—Tapestry Musicale
KPRC—Christian Science
KTSA—Music
WOAI—Music
KWKH—News
WLW—Church by the Road

2:00 p. m.
KRGV—Great Plays
KPRC—Martha Tilton
KTSA—New York Philharmonic
KWKH—N. Y. Philharmonic
WOAI—Martha Tilton
WLW—Chas. Dant's orch

2:30 p. m.
KRGV—Great Plays
KPRC—Music
KTSA—New York Philharmonic
WOAI—Studio Music
KWKH—New York Philharmonic
WLW—Boy's Town Drama

3:00 p. m.
KRGV—Christian science
KPRC—Radio Chapel
KTSA—New York Philharmonic
WOAI—Old Fashion Revival
KWKH—Uncle Natchel
WLW—Concert

3:30 p. m.
KRGV—Behind Mike
KPRC—Pageant of Art
KTSA—Pause That Refreshes
WOAI—Old Fashion Revival
KWKH—Pause That Refreshes
WLW—Earthborn Drama

4:00 p. m.
KRGV—Ray Herbeck's orch
KPRC—Auditions
KTSA—Design for Happiness
WOAI—Met Auditions
KWKH—Design for Happiness
WLW—Hidden Stars

4:30 p. m.
KRGV—Lutheran Hour
KPRC—Houston Symphony
KTSA—Col Stoopnagle Quixie Doodle
WOAI—Music
KWKH—Col. Stoopnagle
WLW—Dream Come True

5:00 p. m.
KRGV—Birthday Party
KPRC—Catholic Hour
KTSA—Silver Theatre
WOAI—Catholic Hour
KWKH—Silver Theatre
WLW—Sherlock Holmes

5:30 p. m.
KRGV—New Friends
KPRC—Melody Memory Moments
KTSA—Gene Autry
WOAI—Betty Jameson
KWKH—Gene Autry
WLW—Ted Weems

6:00 p. m.
KRGV—Jack Benny
KPRC—Jack Henny
KTSA—Dear Mom
Texas Open, 6:15
WOAI—Jack Benny
KWKH—Gene Autry
WLW—Jack Benny

6:30 p. m.
KRGV—Band Wagon
KPRC—Fitch Bandwagon
KTSA—Screen Guild
WOAI—Bandwagon
KWKH—Screen Guild
WLW—Truth or Consequences

7:00 p. m.
KRGV—Ty Cobb
KPRC—McCarthy and Bergen
KTSA—Workshop
WOAI—McCarthy and Bergen
KWKH—Evening Worship
WLW—McCarthy and Bergen

7:30 p. m.
KRGV—Opera Echoes
KPRC—One Man's Family
KTSA—Crime Doctor
WOAI—One Man's Family
KWKH—Crime Doctor
WLW—One Man's Family

8:00 p. m.
KRGV—Bundles for Britain
KPRC—Walter Winchell
KTSA—Ford Hour
WOAI—Walter Winchell
KWKH—Ford Hour
WLW—Walter Winchell

8:30 p. m.
KRGV—Little Show
KPRC—Album of Music
KTSA—Ford Hour
WOAI—Album of Music
KWKH—Ford Hour
WLW—Dear John

9:00 p. m.
KRGV—Pop. Concert
KPRC—Hour of Charm
KTSA—Take It or Leave It
WOAI—Hour Of Charm
KWKH—Take It or Leave It
WLW—Hour of Charm

9:30 p. m.
KRGV—Music
KPRC—Serenade
KTSA—Helen Hayes
WOAI—Serenade
KWKH—Helen Hayes
WLW—This Land of Ours

10:00 p. m.
KRGV—News Sports
KPRC—News
KTSA—News
WOAI—News
KWKH—Old Fashioned Revival
WLW—Peter Grant—News

10:30 p. m.
KRGV—Johnny Long's Orch
KPRC—Tony Pastor orch
KTSA—Joe Reichman orch
WOAI—Tony Pastor orch
KWKH—Revival
WLW—Ina Ray Hutton

11:00 p. m.
KRGV—Sign Off
KPRC—Gene Kruna orch
KTSA—Arson Weeks orch
WOAI—News
KWKH—Headlines
WLW—News

11:30 p. m.
KPRC—Chas. Spivaks orch
KTSA—Jerry Wald orch
WOAI—Charlie Spivak Orch
KWKH—Jerry Wald's orch
WLW—Moon River

Continental Starts Rincon Field Pressure Maintenance Plant, Said To Cost $250,000, To Prevent Waste Of Gas

Two Wildcat Tests Now Under Way Over Valley

MISSION — Construction of a pressure maintenance plant in the huge Rincon field in eastern Starr county has been started by Continental Oil Company, owners of the operating interest in the field, and the system will begin operations within the next few weeks.

The new plant, field gathering system and necessary installations is expected to cost between $250,000 and $300,000, it was understood. It will be the first system of its particular type to be installed in any of the Valley's oil fields and the third system installed in any Valley field for the purpose of preventing gas waste. The others are located in the La Blanca gas-distillate field in central Hidalgo county and the San Salvador field in north central Hidalgo. Both of those systems are different from that at Rincon, as well as different from each other.

First two units of the Continental system are now under construction. Two 800-horsepower compressors are being installed and they will handle an estimated 15,000,000 cubic feet of natural gas daily. Gas and oil from the more than 50 wells in the field will eventually be handled by the plant, but only a portion of the present wells can be accommodated by the first two units of the plant. All wells in the field will eventually become a part of the system.

The new Rincon plant is designed to recover a maximum amount of oil from the well flow with a minimum loss of gas. At the present time, as in most Texas oil fields, wells which flow under their own pressures waste into the air the gas which lifts the oil to the surface of the ground. Texas Railroad Commission regulations do not permit such gas to be wasted if the number of cubic feet of gas per barrel of oil exceeds a certain amount. If the gas-oil ratio exceeds that limit, the well cannot be operated.

The new Rincon plant will not waste the existing pressure in the Rincon field producing sands, of which there are several because the gas used in lifting the oil to the surface will be returned immediately to the sand from which it came, thus maintaining indefinitely the existing pressure in the formation.

• • •

McALLEN—Production tests were under way in two Lower Rio Grande Valley wildcats in Willacy and Starr counties Saturday as well as in a southern Starr county semi-wildcat.

In eastern Willacy county, Pan-American Production Company No. B-1 Willamar Community, Share 13, San Juan de Carricitos Grant, about 1,000 feet south of discovery, was reported to have made production test in sand around 8,300 feet and was preparing for a second test in sand around 8,000 feet. This information could not be verified. The hole was bottomed at 8,620 feet and 5 1-2-inch o.d. oil string was reported cemented around 8,500 to 8,550 feet. The regular sand, the same as that found in the discovery well, was logged as sand, sandy shale and streaks of sand and shale from 7,485 to 7,900 feet, with drill stem test at 7,840-7,900 feet recovering about 90 feet of oily mud with 75 pounds pressure in 20 minutes. The discovery well, Pan-American's No. 1 Garcia, also in Share 13, was completed in two sections of the same sand around 7,600-7,700 feet.

One and a half miles northwest of the Williams discovery, Pan-American's No. 1 G. C. Kent, Share 13, San Juan de Carricitos, was coring past 7,670 feet.

About two miles north of main production in the Rincon field in eastern Starr, Transwestern Oil Company No. 2 W. I. Cameron, Survey 137, was reperforating casing for a second production test in sand around 4,760-67 feet, where the first test resulted in salt water flow. Another sand, cored at 4

7. REAL ESTATE

7h. Farms, Ranches for Sale

SMART PEOPLE WILL NOT BE CAUGHT NAPPING

Watch Harlingen's Unprecedented Growth

10 ACRE GROVE, with modern 6-room home, on pavement, near Combes, $5000.00, third cash, balance terms.

5 ACRES, VERY GOOD 4-room home, pavement. 3 acres in trees, one block Stuart school, $2000.00, $300.00 cash, balance good terms.

10 ACRES MODERN 5-ROOM HOME, 7 acres in trees. Stuart Place, $3000.00, $300.00 cash, balance $21.00 per month.

80 ACRES CLOSE IN (pavement) ripe for sub-division into 5- and 10-acre blocks for home sites. Price confidential.

MODERN 6-ROOM HOME, 4 blocks postoffice, best of location, $2500.00, terms.

MODERN 5-ROOM HOME, E. Jackson street, 2 blocks grammar school. $1950.00, $200.00 cash will handle.

MODERN 6-ROOM HOME and 4-room home (same lot). Pavement West Filmore street, $2950.00. Some cash and terms. Rents $40.00 per month.

TRADE: Modern stucco home, 2 miles from postoffice, for duplex or small apartment in Harlingen.

HERREN REALTY COMPANY
Phone 388 Harlingen, Texas

10. BUSINESS SERVICE

Eighth Anniversary Sale Of

AUTHENTIC ANTIQUES

In sincere appreciation of the patronage given my shop over the past eight years by Valley residents and visitors, I am offering special lower prices for this sale.

ELIZABETH'S HEIRLOOM SHOP
N. ELIZABETH GARNETT
Main Highway
Pharr, Texas

Sale
Feb. 7-22

11. FINANCIAL

11b. Automobile Loans

AUTOMOBILE LOANS
General Insurance
Refinancing
Bennett Tire & Supply
M. Bailey
Weslaco

You can Borrow Money on your car

BLOCKER, WHITE & DABNEY
AUTO LOANS
GENERAL INSURANCE
Phone 1320 Harlingen
Over First National Bank

11c. Real Estate Loans

Loans
F. H. A. and Commercial Loans
R. N. Jones
217 Embee Bldg. Phone 414
Harlingen

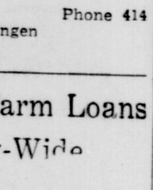
F. H. A. Farm Loans
Valley-Wide
To Build,
Refinance
And Repair.
GUNN INSURANCE AGENCY
1312 Beaumont Avenue
McAllen

12. AUTOMOBILE

12b. Tires, Batteries

TIRE SPECIAL
Brand New Goodrich Commander, with the Life Time Guarantee. Size 600-16 priced $7.24, and your old tire.
GOODRICH SILVERTOWN STORE
400 S. E. 12th St. Brownsville

TIME TO RE-TIRE
Slick Tires Are DANGEROUS
Why Put Off Buying WHEN YOU CAN



at Today's LOW COST on EASY TERMS!
at
SCOTT'S
Tire Store
402 W. Harrison

12d. Used Cars

1940 BUICK Super Torpedo 4-door sedan. Fully equipped extras. Low mileage, just driven from Flint, Mich., by tourist. Save $500. Priced to sell, $995, 1023 Keralum Mission, phone 276.

FOR SALE: Personal car, 1940 Ford Deluxe sedan, radio, perfect condition. Call Bouldin, 777 Harlingen.

1941 Packards

Look at these three Demonstrators. Excellent care — Low Mileage

One-Twenty Sedan, Radio $265 Discount
One-Ten DeLuxe Sedan, Radio $225 Discount

Your Packard & Pontiac Dealer
Arnold & Sharpe
Packard-Pontiac
114 So. F St. Harlingen Phone 240

12e. Autos Wanted

WANTED: 1937 or 1938 model Chevrolet, Ford or Plymouth. Will pay cash. Write Box XYZ-50, c-o Valley Morning Star, Harlingen.

LEGAL NOTICES

Collection District No. 23, Office of the Collector of Customs, Laredo, Texas, February 2, 1941. Pursuant to the provisions of Sec. 607 T.A. 1930, Notice is hereby given that there were seized at Harlingen, Texas, on January 26, 1941, One 1928 model Chevrolet roadster, Motor No. 4781703, one qt. dist. liquor and 2 rolls marihuana, for violation of Marihuana Tax Act of 1937, Sec. 593 T.A. 1930 and Sec. 3062 R.S. Any person desiring to claim the above described vehicle must appear and file with the undersigned a claim to such property and a bond in the sum of $250 within 20 days from the date of first publication of this notice, in default of which the property will be declared forfeited and disposed of in accordance with the law. Harry P. Hornby, Collector of Customs.

2-2-9-16--31-39

OKLAHOMA LIVESTOCK

OKLAHOMA CITY—(AP)—(U.S.D.A.)—Cattle, salable and total 50; calves 50; for week beef steers and yearlings uneven, 25 to 50 lower; some of the early loss regained; beef cows 50-75 lower; canners and cutters around 25 lower; bulls steady to 25 higher; vealers and slaughter calves strong to 50 higher; stockers little changed; mostly steady to weak; feeders slow; unevenly lower; week's prices: top fed steers 11.00; odd head to 11.50; medium and good steers and yearlings 9.00-10.65; light yearling heifers 9.00-10.00; few cows 7.00-7.50; bulk 5.50-6.50; canners and cutters 3.50-5.50; bulls largely 6.00-7.15; vealer top 13.00; slaughter calves 6.00-10.00; stockers 7.00-11.00.

Hogs, salable 250; total 550; steady clean up trade for packers; most choice 180-270 lbs 7.40-7.60; odd sows 6.50; for the week butcher hogs, closed steady to 10 higher than a week ago; late top to city butchers 7.70; packer peak 7.60; packing sows around steady; mostly 6.25-6.50; few light weights to 6.75.

Sheep, salable and total 160; trade nominal; for the week fed lambs closed steady after early losses of 25-40; late top 9.75; choice new crop lambs up to 12.50; other classes mostly nominal.

TEXAS LIVESTOCK

FORT WORTH—(AP)—(U.S.D.A.)—Cattle salable 100; total 200. Calves salable 200; total 300. Saturday's trade nominal; compared with last week's close; all classes of cattle and calves steady; top beef steers and yearings 11.50; most short fed steers 10.00 down; top cows 7.00; bulls 6.75 down; best heavy fat calves 10.25 and vealers to 11.00; feeder steers averaging 1300 lbs 9.25; stocker steer calves mostly 12.00 down, few 12.50; stock heifer calves up to 11.00; stocker cows 4.50-7.00.

Hogs salable 300; total 500; mostly steady with Friday's average; practical top 7.60 paid for good and choice 200-275 lb butchers; odd head up to 7.75; most of supply mixed grades selling from 7.40 down to 4.50; packing sows steady mostly 6.25; compared with week ago, good butchers steady to ten cents lower.

Sheep salable and total 150; Saturday's trade nominal; compared with last week's close; all classes strong to mostly 25 higher; most medium and good wooled fed lambs 9.00-9.50; top 10.00; fresh shorn lambs 8.00 down, wooled yearlings 8.50; fall shorn yearlings 8.00; fall shorn two year old wethers 7.00; top aged wooled wethers 6.25; few wooled ewes 5.00; feeder lambs 8.00-8.50.

CHICAGO LIVESTOCK

CHICAGO—(AP)—(U.S.D.A.)—Salable hogs 300; total 6,300; steady trade on few small lots available; supply hardly large enough to make a market, however; load 230 lbs butchers 8.25; few around 250 lbs averages 8.00; shippers toko none; holdovers 500; compared weke ago; good adn choice 160-300 lbs barrows and gilts 10-15 higher; heavier butchers and sows generally 5-10 up.

Salable cattle 150; no calves. Compared Friday last week: Fed steers and yearlings weak to 25, mostly 25 lower; good and choice offerings showed full decline, in instances more; receipts sharply curtailed at all markets as finishers nursed the trade along in face of protracted sluggishness in dressed beef; receipts at twelve large markets approximately 17,000 head under last week; bulk steers and yearlings sold at 9.75-13.25; little above 14.00, extreme top 15.10 paid for choice to prime 966 lbs yearlings, with choice but not prime weighty steers at 15.00; bulk long fed weighty steers 13.00-14.00, most of these as well as few loads at 14.10-14.50 coming from western feed lots; sizable supply good to choice 950-1050 lbs fleshly feeders in second hands closed weak; all other classes got more action than steers, heifers closing fully steady with light kinds active; choice to prime heavy heifers reached 13.00, little above 11.25, however; cows strong to 25 higher; bulls and vealers strong, all upturns being due to acute scarcity and paid under protest.

Salable sheep 1,500; total 3,000; late Friday: Generally steady; extreme top shade higher at 10.65 to city butchers on short deck 90 lbs fed lambs; good to choice fed westerns 101 lbs down 10.40 to mostly 10.50; few 82 lbs fall shorn lambs 9.85; good to choice slaughter ewes 5.50-5.75; compared Friday last week: Fat lambs closed fully steady; sheep 25-35 lower but no yearlings availavle late; feeding and sharing lambs practically absent; closing extreme top 10.65 to city butchers, week's bulk good to choice fed western lambs 101 lbs down 10.25-10.50, practically all at 10.50 late, near the close 102-106 lbs 10.25-10.40; medium to good light lambs 9.75-10.15, few common down to 8.00; few 82 lbs fall shorn lambs 9.85; summer shorn 101 lbs 9.75; yearlings 8.25-9.00; bulk good to choice fed western ewes 5.40-5.85, top 6.00, few shearing lambs 9.75.

12. AUTOMOBILE

12d. Used Cars

LIFETIME USED CAR GUARANTEE

1939 Chevrolet Coach ...$495
1938 Pontiac Roadster ...$295
1939 Ford Fordor $495
1940 Ford Tudor $665
1934 Chevrolet Pickup ...$165
1939 Ford Convert. Coupe $595

Boggus Motor Co.
Phone 312 Harlingen
"HOME OF LIFETIME GUARANTEED USED CARS"

Don't Wait Any Longer!

Take advantage of big savings on our better used cars. Easy terms to suit your income. Fair trade price on your present car. Don't delay. Come in tomorrow.

Coupes

1940 PLYMOUTH DeLuxe Coupe, New paint, new seat covers, mechanically perfect. Was $695. Now $625

1938 DODGE Business Coupe, 2-tone paint, new tires. Was $445. Now $395

1938 PLYMOUTH Business Coupe New Paint, good tires. Was $465 Now $395

1936 CHEVROLET Master Business Coupe. New paint, new seat covers. Was $275. Now $225

1936 DODGE 4-Door Touring Sedan. New paint, seat covers, reconditioned motor. Was $295. Now $225

Coaches-Tudors

1939 PLYMOUTH Coach. New seat covers, motor reconditioned. Was $595. Now $525

1938 PLYMOUTH Coach. Original equipment throughout. Was $450. Now $395

1937 PLYMOUTH Coach. Radio, white sidewall tires, seat covers. Was $375. Now.. $295

1938 DeSOTO Coach, with trunk, radio and overdrive. Was $475. Now $395

1937 FORD Tudor. New seat covers, reconditioned motor. Was $345. Now $295

1936 FORD DeLuxe Tudor with trunk, white sidewall tires. Was $300. Now .. $225

1938 CHEVROLET Coach. Original equipment, tires. Was $475. Now $425

1935 CHEVROLET Standard Coach. Original paint, new tires. Was $225. Now $175

Four Door Sedans

1940 CHRYSLER 4-Door Fast Back Sedan. New paint, new seat covers. Was $1045. Now $895

1939 CHRYSLER 4-Door Fast Back Sedan. Radio, overdrive, original paint. Was $845. Now $695

1940 OLDSMOBILE 4-Door Trunk Sedan. Original paint. Seiberling air-cooled tires. Was $999. Now $845

1939 BUICK 4-Door "61" Sedan. Original paint, excellent throughout. Was $825 Now $695

1937 PLYMOUTH 4-Door Sedan. Reconditioned throughout Was $375. Now $285

1937 PONTIAC 4-Door Sedan. New paint, new upholstery. A real buy. Was $375. Now $265

1935 PLYMOUTH 4-Door 6-Wheel Sedan with trunk, seat covers and radio. Was $225. Now $175

1934 TERRAPLANE 4-Door Sedan. New paint, new tires, one-owner. Was $195. Now $145

Ferguson Motor Company
Phone 1375 CHRYSLER—PLYMOUTH Harlingen 602 W. Jackson

at BROWDER'S . . .

You will find the Used Car you want at prices you can pay.

'40 Chrysler New Yorker 4-dr. Sedan
'40 Plymouth De Luxe Fordor Sedan
'39 Pontiac Tudor
'39 DeSoto Fordor
'39 Plymouth Tudor
'37 Buick 4-dr. Sedan
'37 Studebaker 4-dr. Sedan
'37 Chevrolet Town Sedan
'37 Oldsmobile Fordor
'37 Plymouth De Luxe Coupe

'40 Oldsmobile Tudor Sedan

'39 Ford De Luxe Tudor
'38 Buick Fordor
'38 Oldsmobile Fordor
'38 Pontiac Fordor
'38 Plymouth 4-dr. Sedan
'37 Chevrolet Master Town Sedan
'36 Ford De Luxe Fordor
'36 Oldsmobile Tudor
'36 Chevrolet Coach
'37 Oldsmobile Coupe
'37 Chevrolet Coupe

The above listed cars are all in first class condition and are ready to serve as a new car would.

Our Aim Is—
Every Customer A Satisfied Customer

We Also Have Several Low Priced Cars Not Listed and Priced to Sell.

Browder Motor Co.
OLDSMOBILE — GMC TRUCKS — CADILLAC
Phone 608 Harlingen 210 N. Commerce

Today's Markets

NEW YORK STOCK
By The Associated Press

Al Chem & Dye	150½	150½	150½
Am Can	87½	87½	87½
Am Smelt & R	41⅛	41⅛	41⅛
Am T & T	163¾	163⅜	163½
Anaconda	24⅞	24⅝	24¾
A T & S F	22⅝	22¾	22¾
Aviat Corp	4⅜	4¼	4⅜
Barnsdall Oil	8½	8⅜	8½
Bendix Aviat	35	34¾	35
Beth Steel	84	83½	84
Borden	19½	19½	19½
Case	50	50	50
Chrysler	67	66½	66¾
Colum G & El	4¼	4⅛	4¼
Consol Oil	5⅝	5½	5½
Cont Can	38	37⅞	38
Cont Oil Del	18⅝	18½	18½
Corn Prod	46	46	46
Curtiss Wright	8⅜	8½	8½
Douglas Airc	69⅜	69⅛	69⅜
El Pow & Lt	3½	3½	3½
Freeport Sulph	35¼	35¼	35¼
Gen El	33⅞	33½	33⅞
Gen Foods	36	35⅝	36
Gen Mot	44½	44	44⅜
Goodrich	13½	13⅜	13½
Goodyear	18⅛	18	18⅛
Greyhound	11¾	11¼	11¾
Houston Oil	4	4	4
Int Harvester	50⅜	49¾	49¾
Johns Manville	59	58½	58½
Lorillard	18⅝	18⅝	18⅝
Mid Cont Pet	14⅜	14⅜	14⅜
M K T	1½	1½	1½
Montgom Ward	36⅞	36¾	36¾
Nash Kelvinator	4⅝	4⅝	4⅝
Nat Dairy Pr	13	13	13
Ohio Oil	7⅛	7⅛	7⅛
Packard	3⅛	3	3
Penney	81¼	81	81¼
Phelps Dodge	30½	30	30½
Phillips Pet	37¼	37¼	37¼
Pure Oil	7⅞	7⅞	7⅞
R C A	4⅜	4⅜	4⅜
Sears Roebuck	73½	73⅜	73½
Shell Union Oil	11⅜	11⅜	11⅜
Socony Vac	9⅛	8⅞	8⅞
Southern Pacific	9½	9¼	9⅜
Stand Brands	6⅝	6¼	6¼
S O Cal	19⅛	19	19
S O Ind	27	27	27
S O NJ	35	34⅞	34⅞
Tex Pac Ry	9⅞	9⅞	9⅞
Tex Corp	36¾	36⅛	36¾
Tex Gulf Prod	3¼	3¼	3¼
Tex Gulf Sulph	36½	36⅜	36½
Union Carbide	65⅜	65⅛	65⅜
Union Oil Cal	14⅛	14	14⅛
United Airc	37⅞	37¾	37⅞
United Gas Imp	9½	9⅜	9⅜
U S Rubber	21⅜	21	21⅛
U S Steel	63¾	63⅛	63⅜
Warner Bros	3¼	3⅛	3⅛
W U Tel	20⅛	20⅛	20⅛
West El & Mfg	96¼	95½	96¼
White Mot	15⅛	14⅞	14⅞
Woolworth	32¾	32½	32¾

STOCKS IN THE SPOTLIGHT

NEW YORK—(AP)—Sales, closing price and net change of the fifteen most active stocks Saturday.

Bath Ir Wks 6,200	23⅞	+	⅛
Para Pict 4,800	11⅜	—	⅛
Radio 4,000	4⅞	No	
U S Steel 3,500	63⅜	+	⅛
Gen Elec 3,400	33⅞	+	⅛
Packard 3,400	3	No	
Gen Mot 3,300	44⅜	+	⅜
Sharp & Doh 2,700	4¾	+	⅛
Loft 2,700	17⅜	No	
Std Oil NJ 2,500	34⅞	No	
Gen Bronze 2,500	4	+	⅜
Graham-Paige 2,400	1	+	⅛
Penn RR 2,300	23⅛	+	⅛
Gen Am Inv 2,300	4½	No	
Beth Steel 2,200	84	+	½

NEW YORK CURB

Am Cyan B	34	33⅜	34
Am Gas & El	30⅜	30⅛	30⅜
Ark Nat Gas A	1¾	1¾	1¾
Brewst Aero	10	10	10
Cities Service	4⅜	4⅜	4⅜
Eagle Pich	9⅛	9⅛	9⅛
El Bond & Sh	3⅝	3½	3½
Gulf Oil	33¼	33	33¼
Humble Oil	87½	87⅜	87½
Lone Star Gas	10	10	10
Niag Hud Pow	2⅞	2⅞	2⅞
Unit Gas	31¾	31¾	31¾

GOVERNMENT BONDS

NEW WYORK—(AP)—Government bonds:

3¾s 47-43	1	107.6	
4 44-51	1	112.20	112.18 112.20
2½ 53-49	1	105.24	
2¾ 60-55	2	108.15	

MARKETS AT A GLANCE

NEW YORK—(AP)—
Stocks—irregular; price changes narrow.
Bonds—narrow; some rails dip.
Foreign Exchange—steady; Hongkong dollar at year's top.
Cotton—improved; trade support.
Sugar—steady; scarcity of offerings.
Metals—quiet; end of January zinc stocks at record lowest.
Wool tops—higher; Boston trade interests buy.
CHICAGO—
Wheat—unsettled; early gains lost.
Corn—easy; moderate demand.
Cattle—steady.
Hogs—steady; few on sale.

KANSAS CITY LIVESTOCK

KANSAS CITY—(AP)—(U.S.D.A.)—Hogs, salable and total none; not enough offered to test values; market nominally steady; for week; uneven, 170 lbs up 5 to 15 higher; underweights weak to 25 lower; packing sows steady; closing top 7.85.

Cattle, salable 200, total 600; calves, salable 25, total 50; for week: Fed steers and yearlings mostly steady; early decline recovered. She stock steady to 25 lower; heavy heifers off most; bulls steady, vealers and calves steady to strong; stockers and feeder classes slow, steady to strong; week's tops: choice mixed yearlings 12.40; choice 1090 lb steers 12.00; choice heifers 11.75; choice fleshy feeders 11.50; vealers 13.00; bulk fed steers 9.00-11.25; fed heifers 8.50-10.50; bulk medium to choice stockers and feeders 8.75-10.90.

Sheep, salable and total none; for week: Lambs steady to 25 higher; sheep fully 25 lower, late top fed lambs 10.25; late bulk god and choice shipments 10.00-10.25; closing top natives 10.00; choice fed yearlings 9.25; others 9.00; medium to good ewes 4.50-5.25; shearing lambs 9.75-9.90.

CASH GRAIN

CHICAGO—(AP)—Cash wheat, no sales reported.

Corn No. 2 yellow 64-64¾; No. 3, 62-63¾; No. 4, 58½-60½; No. 5, 57¼-59; No. 5 white 63½; sample 55-57¼.

Oats No. 1 white 39¼; sample 33-34.

TEXAS GRAIN

FORT WORTH—(AP)—Demand continued slow to the end of the week on the grain market at Fort Worth.

Wheat—No. 1 soft red winter 91¼-92¼; No. 1 hard 89¼-91¼.

Barley—No. 2 nominally 58-59c; No. 3 nom 56-58c.

Sorghums—No. 2 yellow milo per 100 pounds nom $1.09-1.11; No. 3 milo nom $1.06-1.08; No. 2 white kafir nom $1.08-1.10; No. 3 kafir nom $1.05-1.07.

Corn shelled No. 2 white 72½-73½; No. 2 yellow 72½-73½c.

Oats—No. 2 red 42½-43½; No. 3 red 41-42c.

FLAX

MINNEAPOLIS—(AP)—Flax No. 1 1.72½-1.76½.

SPOT COTTON

NEW ORLEANS—(AP)—Spot cotton closed quiet, 2 points higher. Sales 521; low middling 8.90; middling 10.15; good middling 10.70. Receipts 3,669; stock 534,203.

COTTONSEED OIL

NEW ORLEANS—(AP)—Cottonseed oil closed steady. Bleachable prime summer yellow 6.25 nom; prime crude 5.25 nom. March 5.98B; May 6.08B; July 6.19B; September 6.25.

B—Bid.

MIDDLING COTTON

NEW ORLEANS—(AP)—The average price of middling 15-16ths inch Saturday at ten designated southern spot markets was 2 points higher at 10.14 cents a pound; average for the past thirty market days 10.10 cents; middling 7ths inch average 9.93 cents a pound.

COTTON FUTURES

NEW YORK—(AP)—Cotton futures reversed an early downward trend Saturday when offerings became scarce at the low levels.

Trade price fixing orders moved the list up to net gains of as much as 4 points, although renewed spot house offerings caused some hesitation.

Final prices were 1 to 3 points higher.

	High	Low	Last
March	10.38	10.33	10.37
May	10.36	10.32	10.35
July	10.25	10.19	10.23
October	9.76	9.74	9.74
December	9.73	9.73	9.71
January			9.68N

Middling spot 10.29N.
N—Nominal

By FREDERICK GARDNER

NEW YORK—(AP)—The stock market Saturday finished a mild recovery week with leading issues edging slightly higher.

Those who showed up in board rooms had little to go on in the way of outstanding news. Apprehension over war and taxes persisted but another batch of earnings statements, demonstrating the ability of some corporations to overcome mounting imposts, inspired timid buying here and there and served to keep selling light.

The Associated Press average of 60 issues was up .1 of a point at 42.3 and on the week retained a net advance of .5. It was the first 6-day gain in four weks. Transfers of 175,470 shares compared with 308,060 last Saturday.

Universal Pictures preferred got up 3 points on a meager turnover but it was an exception. Fractions were tacked on by U. S. Steel, Bethlehem, General Motors, Chrysler, Woolworth, Douglas Aircraft, American Telephone, Kennecott, Westinghouse, General Electric, Santa Fe, N. Y. Central, Texas Corp., aBth Iron Works, N. Y. Shipbuilding and Du Pont.

On the losing side for minor amounts were U. S. Rubber, Western Union, Great Northern, Consolidated Edison, Anaconda, Montgomery Ward, Boeing and International Harvester.

BOSTON WOOL

BOSTON—(AP)—(U.S.D.A.)—Demand for domestic wools in the Boston market was very quiet during the past week. Small quantities of fine combine Delaine wools sold at 42-44 cents, in the grease. Graded three eighths and quarter blood bright fleeces sold in very limited quantities at 43-45 cents, in the grease. Country packed lots of three eighths and quarter blood fleeces sold in small volume at 41-42 cents, in the grease, for bright fleeces, and at 35-40 cents, in the greece, for semi-bright fleeces.

BUTTER AND EGGS

CHICAGO—(AP)—Butter, receipts 694,549; steady; market unchanged.

Eggs receipts 14,237; steady, market unchanged.

METALS

NEW YORK—(AP)—Copper steady; electrolytic spot, Conn. Valley, 12.00N; export, FAS NY, 10.50-12.00. Tin steady; spot and nearby 50.25; forward 50.15. Lead steady; spot, New York 5.50-55; East St. Louis 5.35. Zinc steady; East St. Louis spot and forward 7.25. Pig iron, aluminum, antimony, quicksilver, platinum, Chinese wolframite and domestic scheelite unchanged.

CHICAGO GRAIN

CHICAGO—(AP)—Wheat prices chalked up gains ranging up to ½ cent Saturday but then wilted when short covering and mill purchasing faded, closing fractionally lower than Friday.

Strength in securities imparted a firm tone to wheat early in the session but the favorable new crop outlook and likelihood that a big harvest may complicate the domestic wheat program if there is no better foreign outlet continued to restrict buying. Southwestern reports indicated eastern mills have been taking some grain recently.

Wheat closed ⅛ lower to ¼ higher compared with Friday finish, May 82⅝-⅞, July 76¾-⅞; corn ¼-½ down, May and July 61¾; oats unchanged.

KANSAS CITY GRAIN

KANSAS CITY—(AP)—Wheat: 90 cars, ¼-¾ higher. No. 2 dark hard 80½-81¼; No. 3 79½-80¼; No. 2 hard 79½; No. 2 red, 80¼-81; May 75½-¾; July 70¾; Sep. 71.

Oats: 3 cars; unchanged to ¼ lower. No. 2 white nom 35¾-36½.

THE SUNDAY RADIO LOG

WLW (Cincinnati) MBS dial 700 WOAI (San Antonio) NBC dial 1190
KRGV (Weslaco) NBC dial 1260 KWKH (Shreveport) CBS dial 1100
KPRC (Houston) NBC dial 920 KTSA (San Antonio) CBS dial 550

7:00 a. m.
KRGV—News Roundup
KPRC—News Summary
KWKH—News
WLW—News

7:30 a. m.
KRGV—Tone Pictures
KPRC—Skypilot
WOAI—Gene and Glenn
KWKH—Variety
WLW—Ghurch Forum

8:00 a. m.
KRGV—News
KPRC—Europe News
KTSA—Europe News
WOAI—Europe News
KWKH—Europe News
WLW—News

8:30 a. m.
KRGV—Radio Chapel
KPRC—Gov Lee O'Daniel
KTSA—Christian Science
WOAI—Lee Gordon's orch
KWKH—Wings Over Jordan
WLW—Children's Hour

9:00 a. m.
KRGV—Chuck Wagon Gang
KPRC—Early Choir
KTSA—Chuck Wagon Gang
WOAI—Early Choir
KWKH—Church of the Air
WLW—News

9:30 a. m.
KRGV—Real Estate Hour
KPRC—T. J Bettes
KTSA—Symphony
WOAI—Dr. P. B. Hill
KWKH—Symphony
WLW—Southernaires

10:00 a. m.
KRGV—Latin American Hour
KPRC—News
KTSA—News
WOAI—News
KWKH—News
WLW—Inside Radio

10:30 a. m.
KRGV—Latin American Hour
KTSA—Major Bowes
WOAI—Music and Youth
KWKH—Major Bowes
WLW—Thrasher Sisters

11:00 a. m.
KRGV—Rex Maupin's orch
KTSA—Major Bowes
WOAI—First Presbyterian Church
KWKH—Morning Services
WLW—Cadle Tabernacle Choir

11:30 a. m.
KRGV—Music Hall
KTSA—Travis Park Church
WOAI—First Presbyterian Church
KWKH—A. M. Services
WLW—Radio City Music Hall

12:00 Noon
KRGV—Radio City
KTSA—Church of the Air
WOAI—Sammy Kaye
KWKH—Church of the Air
WLW—Music of the Masters

12:30 p. m.
KRGV—Josef Marias
KPRC—Music, 12:45
KTSA—March of Games
WOAI—On Your Job
KWKH—March of Games
WLW—News

1:00 p. m.
KRGV—News and Weather
KPRC—Fogle-West Ensemble
KTSA—Jim Maverick
WOAI—String Orch
KWKH—Baptist Hour
WLW—The Dreamer

1:30 p. m.
KRGV—Tapestry Musicale
KPRC—Christian Science
KTSA—Music
WOAI—Music
KWKH—News
WLW—Church by the Road

2:00 p. m.
KRGV—Great Plays
KPRC—Martha Tilton
KTSA—New York Philharmonic
KWKH—N. Y. Philharmonic
WOAI—Martha Tilton
WLW—Chas. Dant's orch

2:30 p. m.
KRGV—Great Plays
KPRC—Music
KTSA—New York Philharmonic
WOAI—Studio Music
KWKH—New York Philharmonic
WLW—Boy's Town Drama

3:00 p. m.
KRGV—Christian science
KPRC—Radio Chapel
KTSA—New York Philharmonic
WOAI—Old Fashion Revival
KWKH—Uncle Natchel
WLW—Concert

3:30 p. m.
KRGV—Behind Mike
KPRC—Pageant of Art
KTSA—Pause That Refreshes
WOAI—Old Fashion Revival
KWKH—Pause That Refreshes
WLW—Earthborn Drama

4:00 p. m.
KRGV—Ray Herbeck's orch
KPRC—Met Auditions
KTSA—Design for Happiness
WOAI—Met Auditions
KWKH—Design for Happiness
WLW—Hidden Stars

4:30 p. m.
KRGV—Lutheran Hour
KPRC—Houston Symphony
KTSA—Col Stoopnagle Quixie Doodle
WOAI—Music
KWKH—Col. Stoopnagle
WLW—Dream Come True

5:00 p. m.
KRGV—Birthday Party
KPRC—Catholic Hour
KTSA—Silver Theatre
WOAI—Catholic Hour
KWKH—Silver Theatre
WLW—Sherlock Holmes

5:30 p. m.
KRGV—New Friends
KPRC—Melody Memory Moments
KTSA—Gene Autry
WOAI—Betty Jameson
KWKH—Gene Autry
WLW—Ted Weems

6:00 p. m.
KRGV—Jack Benny
KPRC—Jack Benny
KTSA—Dear Mom Texas Open, 6:15
WOAI—Jack Benny
KWKH—Gene Autry
WLW—Jack Benny

6:30 p. m.
KRGV—Band Wagon
KPRC—Fitch Bandwagon
KTSA—Screen Guild
WOAI—Bandwagon
KWKH—Screen Guild
WLW—Truth or Consequences

7:00 p. m.
KRGV—Ty Cobb
KPRC—McCarthy and Bergen
KTSA—Workshop
WOAI—McCarthy and Bergen
KWKH—Evening Worship
WLW—McCarthy and Bergen

7:30 p. m.
KRGV—Opera Echoes
KPRC—One Man's Family
KTSA—Crime Doctor
WOAI—One Man's Family
KWKH—Crime Doctor
WLW—One Man's Family

8:00 p. m.
KRGV—Bundles for Britain
KPRC—Walter Winchell
KTSA—Ford Hour
WOAI—Walter Winchell
KWKH—Ford Hour
WLW—Walter Winchell

8:30 p. m.
KRGV—Little Show
KPRC—Album of Music
KTSA—Ford Hour
WOAI—Album of Music
KWKH—Ford Hour
WLW—Dear John

9:00 p. m.
KRGV—Pop. Concert
KPRC—Hour of Charm
KTSA—Take It or Leave It
WOAI—Hour Of Charm
KWKH—Take It or Leave It
WLW—Hour of Charm

9:30 p. m.
KRGV—Music
KPRC—Serenade
KTSA—Helen Hayes
WOAI—Serenade
KWKH—Helen Hayes
WLW—This Land of Ours

10:00 p. m.
KRGV—News, Sports
KPRC—News
KTSA—News
WOAI—News
KWKH—Old Fashioned Revival
WLW—Peter Grant—News

10:30 p. m.
KRGV—Johnny Long's Orch
KPRC—Tony Pastor orch
KTSA—Joe Reichman orch
WOAI—Tony Pastor orch
KWKH—Revival
WLW—Ina Ray Hutton

11:00 p. m.
KRGV—Sign Off
KPRC—Gene Krupa orch
KTSA—Arson Weeks orch
WOAI—News
KWKH—Headlines
WLW—News

11:30 p. m.
KPRC—Chas. Spivaks orch
KTSA—Jerry Wald orch
WOAI—Charlie Spivak Orch
KWKH—Jerry Wald's orch
WLW—Moon River

Continental Starts Rincon Field Pressure Maintenance Plant, Said To Cost $250,000, To Prevent Waste Of Gas

Two Wildcat Tests Now Under Way Over Valley

MISSION — Construction of a pressure maintenance plant in the huge Rincon field in eastern Starr county has been started by Continental Oil Company, owners of the operating interest in the field, and the system will begin operations within the next few weeks.

The new plant, field gathering system and necessary installations is expected to cost between $250,000 and $300,000, it was understood. It will be the first system of its particular type to be installed in any of the Valley's oil fields and the third system installed in any Valley field for the purpose of preventing gas waste. The others are located in the La Blanca gas-distillate field in central Hidalgo county and the San Salvador field in north central Hidalgo. Both of those systems are different from that at Rincon, as well as different from each other.

First two units of the Continental system are now under construction. Two 800-horsepower compressors are being installed and they will handle an estimated 15,000,000 cubic feet of natural gas daily. Gas and oil from the more than 50 wells in the field will eventually be handled by the plant, but only a portion of the present wells can be accommodated by the first two units of the plant. All wells in the field will eventually become a part of the system.

The new Rincon plant is designed to recover a maximum amount of oil from the well flow with a minimum loss of gas. At the present time, as in most Texas oil fields, wells which flow under their own pressures waste into the air the gas which lifts the oil to the surface of the ground. Texas Railroad Commission regulations do not permit such gas to be wasted if the number of cubic feet of gas per barrel of oil exceeds a certain amount. If the gas-oil ratio exceeds that limit, the well cannot be operated.

The new Rincon plant will not waste the existing pressure in the Rincon field producing sands, of which there are several because the gas used in lifting the oil to the surface will be returned immediately to the sand from which it came, thus maintaining indefinitely the existing pressure in the formation.

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McALLEN—Production tests were under way in two Lower Rio Grande Valley wildcats in Willacy and Starr counties Saturday as well as in a southern Starr county semi-wildcat.

In eastern Willacy county, Pan-American Production Company No. B-1 Willamar Community, Share 13, San Juan de Carricitos Grant, about 1,000 feet south of discovery, was reported to have made production test in sand around 8,300 feet and was preparing for a second test in sand around 8,000 feet. This information could not be verified. The hole was bottomed at 8,620 feet and 5 1-2-inch o.d. oil string was reported cemented around 8,500 to 8,550 feet. The regular sand, the same as that found in the discovery well, was logged as sand, sandy shale and streaks of sand and shale from 7,485 to 7,900 feet, with drill stem test at 7,840-7,900 feet recovering about 90 feet of oily mud with 75 pounds pressure in 20 minutes. The discovery well, Pan-American's No. 1 Garcia, also in Share 13, was completed in two sections of the same sand around 7,600-7,700 feet.

One and a half miles northwest of the Williams discovery, Pan-American's No. 1 G. C. Kent, Share 13, San Juan de Carricitos, was coring past 7,670 feet.

About two miles north of main production in the Rincon field in eastern Starr, Transwestern Oil Company No. 2 W. I. Cameron, Survey 137, was reperforating casing for a second production test in sand around 4,760-67 feet, where the first test resulted in salt water flow. Another sand, cored at 4,545-60 feet was also to be tested.

About three miles north of Rincon production in east

SCHOOL CHOIR WILL SING AT LOCAL CHURCH

P-SJ-A Group To Be Heard At McAllen

McALLEN—The First Methodist church of McAllen is presenting for its Sunday evening service February 9, at 8 p. m., the 60-voice Tri-City A Cappella choir of the Pharr-San Juan-Alamo high school, under the direction of Ward Timmons, in a full program of religious music. The public is invited to attend.

Music critics have declared that few high school choral organizations have achieved in such a short time the outstanding success that this group of students and their young director have won. The outstanding merit of the organization was recognized last December 17 when the choir gave a concert in the P-SJ-A high school auditorium and again when they sang for a packed audience at the San Juan People's church on January 26.

The choir presents a striking picture on the concert stage dressed in their beautiful royal blue poplin and white satin robes.

Timmons announced the following program: Group I, "Praise to the Lord," by F. Melius Christiansen; "Fenchrae Factae Sunt," by Palestina; "Hark Now O Shepherds," by Luvaas; "How Blest Are They," by P. Tschaikowsky; Group II, "In the Night Christ Came Walking," by Noble Cain; "Lullaby On Christmas Eve," by F. Melius Christiansen; "Dear Land of Home," by Findlandia - Sibelius; "God Bless America," by Irving Berlin; Group III, "Love Divine," by Prichard-Jones; "Resting In His Love," by Sodestrom; "Ole Ark's 'Amovin," by Cain, and "The Lord Bless You and Keep You," by Lutkin.

WINDOWS TO BE DECORATED

Charro Days Prizes Offered

BROWNSVILLE—The window decoration committee for Brownsville's Charro Days is offering a total of $100 in prizes for the most attractive show windows decorated by merchants and clubs of the city on the Charro Days theme.

Merchants have been asked to decorate their own show windows, and clubs will be counted on to decorate windows of empty stores in the city. Special attention will be given by judges to decorated windows in out-lying districts and in vacant buildings.

Windows for judging must be ready by 8 a.m. Wednesday, Feb. 19. Clubs which can find no show windows in vacant buildings may ask to use a window in stores which have more than one display space, the committee said.

Mrs. J. E. Magill is chairman of the event. Following prizes will be offered in the business window division: First, $20; second, $15; third, $10; and fourth, $5. Prizes of the same amount will be offered for the club division.

All Vocal Contests In Regional Meet

MERCEDES — All of the vocal contests in the regional music contest will be held at Mercedes on March 7 and 8, according to E. H. Poteet, school superintendent. Approximately 700 to 1,000 youthful singers will participate in the various features of this competition.

Solos, ensembles, boys choruses, girls choruses and mixed choruses will vie for the honor to qualify for the national music contest for which all of the winners in the regional competition will be eligible. While the main contests will be staged at the high school auditorium, a dozen other Mercedes halls have been made available for the preliminaries.

Edcouch Schools To Recess February 14

EDCOUCH—Supt. Joe H. Wilson announced Wednesday that Friday, February 14, will be declared a holiday throughout the local school system in order taht the faculty of all the schools may attend a teachers' meeting at Laredo on that date. Among those from the Valley who have been named as delegates to this meeting are James Johnston, Joe H. Wilson and C. A. Whittle of the local schools.

Smuggling Suspect Charged At Hearing

BROWNSVILLE—Jose Lopez was charged with receiving smuggled merchandise from Mexico and concealing same in a hearing before U. S. Commissioner Carlos Watson here Friday.

Lopez, who was arrested on the night of January 31 with one five-gallon can of mescal in his possession, was released on his own recognizance and ordered to report for trial in federal court Monday.

Births Outdistance Deaths In McAllen

McALLEN—There wasn't even a race between the Stork and Grim Reaper during January in McAllen, Assistant Registrar of Vital Statistics J. R. Glasscock reported. There were 45 births and 17 deaths recorded for the month.

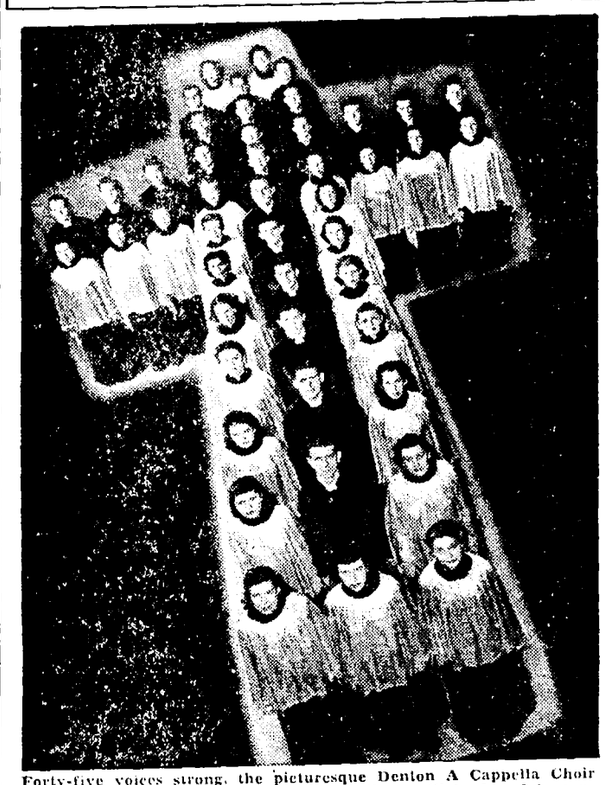
JOINS NAVY RESERVES

HARLINGEN—Bill Ray Tatro, the 17-year-old son of Mr. and Mrs. Ray F. Tatroe, 119 East Monroe street, Harlingen, left last week for Indianapolis, Ind., where he has joined the U. S. Navy reserves in the communication branch.

Rio Hondo School Orchestra Gives Its First Public Concert

..Rio Hondo's school orchestra is pictured at the completion of their first public concert. The orchestra, under the direction of Boden Miller, organized during the summer of 1940.

A Cappella Choir Due



Forty-five voices strong, the picturesque Denton A Cappella Choir from the North Texas State Teachers College will be heard in concert Saturday, February 15, at 8:15 p. m., in the Pharr-San Juan-Alamo High School auditorium. Their appearance is sponsored by the San Juan Lions Club. Under the direction of Dr. Wilfred C. Bain, head of the music department of the Denton Teachers College, the Denton A Cappella Choir is said by critics to be one of the most dramatic and colorful musical organizations in the Southwest.

School For Broom Pilots At Brownsville Monday

BROWNSVILLE—The man who wields the broom will come into his own here next week.

Trained instructors from Texas A. and M. College will open a five-day school for business custodians here Monday night, according to E. C. Dodd, superintendent of public schools.

Instruction begins the first night and will be given nightly from 7 to 10 p. m. from Monday through Friday.

Official To Teach

Teaching various phases of the course will be Arnold E. Wittman, former architect and engineer of the school plant division, State Department of Education; Robert C. Brown, for 20 years an engineer-custodian in the Houston public school system, and A. M. Blackman, formerly chief supervisor of high schools and first assistant state superintendent of public instruction for the state of Texas.

No fees will be charged, and all building custodians of the city, whether employed by schools or not, are welcome to attend, Mr. Dodd said.

Janitors Must Attend

All public school janitors will be required to attend the session, and deans, registrars, principals and assistant principals of all schools must attend at least three of the meetings, Mr. Dodd said.

Persons who attend 80 per cent or more of the time will be given certificates showing that they have completed the first unit of the course in custodian engineering.

Two other courses will be offered at future dates. Those who earn certificates in all three courses will be issued a custodian engineer's certificate by the A. and M. College of Texas and the state board of vocational education.

Their Aims

According to Mr. Dodd the course has three purposes:

To offer help in promoting and giving instruction in better care of buildings and equipment.

To help in promoting and give instructions in proper health, safety, ventilation, sanitation and lighting conditions of buildings for protection of pupils, teachers, or others who may work in buildings.

To inform members of boards of education, school superintendents, principals, janitors and others who may be responsible for buildings, of the importance of proper building custodianship.

Youths Fined

Three Harlingen Boys Are Charged

BROWNSVILLE — Three of four youths who were arrested here early Friday as they slept in a car parked in front of a city policeman's home were fined in justice court in connection with three sacks of stolen potatoes found in the car.

The youths, Albert Kirkpatrick, 17; Alvin Davis, 19, and Willie Davis, 20, each were fined $48.15 by Justice of the Peace Fred Recio. The three are from Harlingen. The potatoes were taken from a truck in Harlingen.

The fourth youth, a juvenile, was said by Deputy Sheriff Will Cabler to be a parole violator. He was being held for further investigation.

NAMED TO WHO'S WHO

SANTA ROSA—Miss Emily King, and Chester Flint, of the graduating class of Santa Rosa High school for 1941, have been selected by the faculty to be listed among those in "Whose Who in Texas High School."

LITTELL'S LIQUID

A Calcium Sulphurate Solution for relieving the discomforts of itching that frequently accompanies Minor Skin Irritations, Prickly Heat, and the Bites of Non-Poisonous Insects. Locally it helps to allay the itching of Eczema. Price 35c per bottle.

"ALL DRUGGISTS"

PHARR TOTALS CITY REVENUE

$9,236 Is Collected During January

PHARR—City revenue in all departments for the month of January soared to $9,235.41, according to the monthly audit prepared by Miss Anna Morgan and approved by the city commission at the regular meeting this week.

Largest item on the revenue side was taxes, which totaled $7,022.89, including current, delinquent and partial payment. The 1940 tax payments were $6,454.86; 1939, $72; 1938 $82.50; 1937, $157.50; 1936, $85.92; 1935, $13.50; 1934, $9; 1933, $5.40; 1927, 1.10; and partial payment, $141.11.

Water Collections

Water department collections totaled $1,729.53, approximately the same as for January, 1940. Rents earned totaled $85 and miscellaneous general revenue was $150. Sewer charge collections amounted to $138.99.

With the large payment of the 1940 tax in January, this leaves $7,236.53 of the 1940 roll unpaid, according to the audit.

January Audit

The audit for January of 1940 showed total collections in all departments of $9,838.29 with $6,308.48 of this total being the 1939 tax levy.

The various funds of the city were shown to have large surpluses with the largest being in the Refunding Bond Series 1938 Fund, which has $7,407.83. The general fund has more than $2000, largest in many months.

All-States Picnic

2,000 Tourists Are Due At McAllen

McALLEN—Two thousand persons are expected to attend the annual All-States picnic at Archer Park here Tuesday, February 11.

The tourists will start registering at 11 a. m. at the park and the dinner will be served at 12 noon. All those attending are to bring their own basket lunches.

A special program has been arranged for the occasion and the Harlingen Chamber of Commerce tourist department will give part of the program. All winter visitors and tourists in the Valley are invited to attend. The attendants will be divided into state groups in order that they may become acquainted.

Water catchments which collect rain-water are the principal source of water at Gibraltar.

Better Selling Course Popular

MISS ELEANOR APPELL

HARLINGEN — Harlingen salespeople and store owners are receiving with interest the brief, intensive course on Better Selling, being conducted by Miss Eleanor Appell, of the University of Texas. Cost of the distributive education course is borne by the state board for vocational education, enrollment fee of 50 cents being the only charge for the entire course of 10 meetings.

Each Wednesday and Friday at 7:30 p. m. the meetings are being held at the Madison Hotel. Since each meeting is a complete discussion on some pertinent phase of daily problems encountered in retailing, local salespeople are urged to attend even though they may not have attended initial meetings. A sound film, "Bringing the Customer Back," is scheduled for next Wednesday's meeting.

Similar course at Mercedes, Weslaco, McAllen and Mission are scheduled for early spring.

McAllen Faced With Repair Of Streets

McALLEN—Repairing of a recently paved area on North Eighth street and Hackberry avenue which collapsed under last week's heavy rains, faced city officials Thursday.

C. C. Eckhoff, city inspector, explained there was a water filled pool about 10 feet deep under the pavement in that section and transit of heavy traffic over the street caused the pavement to collapse.

Frank Hall of San Juan, was given the contract for the pumping off of "floodwaters" from the intersection into the canal about two blocks east of the flooded area.

NAZIS FIND SPY GUILTY

Englishman Is Said Paid By France

BERLIN—(AP)—Percy William Olaf De Wet, 28-year-old Englishman said to have forced Nazi judges to decide whether he was "an adventuring fool or a dangerous spy," has been sentenced to death as a paid agent of the French secret police.

The peoples court, after a secret trial to which only Adolf Hitler's paper, Voelkischer Beobachter, was permitted to send a representative, ruled Friday that De Wet must go before a Nazi firing squad.

His guilt was proven beyond question, the Germans said, but they acknowledged the death of this "brave and curious man" would leave unsolved many questions.

De Wet's adventurous nature, it was said, led him to quit the Royal Air Force to fight with Haile Selassie's Ethiopians against the Italians, and later to join the Spanish Republican army.

McALLEN HOSPITAL NEWS

McALLEN—Mrs. Earl Greer of Vivors was admitted Saturday. H. H. Harris of McAllen was dismissed.

Ailing Oregon Man Rescued By Plane From Eighth Pass

BROWNSVILLE—B. G. Eubank of Brownsville, operator of a fishing camp at Eighth Pass in Mexico, flew in here Friday afternoon with Al Sheridan of Portland, Ore., who suffered a recurrence of an old hip injury while fishing at the camp and had to be brought here by plane.

Piloting the mercy ship, a Piper Cub, was Douglas Kinzer of Mauldin Aircraft.

Eubank said the stricken man went to camp at Eighth Pass about two weeks ago with two friends, Harry Meridian of Dayton, Ohio, and Jack Calloway of Denver, Colo.

While fishing there, Sheridan was suddenly incapacitated by recurrence of an injury which he suffered to his hip some time ago, Eubank said.

The party attempted for several days to minister to the stricken angler and finally decided he was too ill to be moved to Brownsville by truck. They came here with Eubank by automobile, and the fishing camp operator flew back at 8:30 a.m. Saturday to pick up Sheridan.

Eubank said Sheridan left Saturday for his Oregon home.

Draftee Send-Off

Brownsville Draft Board Honors 8

BROWNSVILLE — Charro Days officials are going to co-operate with the Brownsville draft board in giving eight "draftees" a big send-off here Sunday night.

Mrs. Ethel Hetrick, clerk of the local board, said Friday that following a party for the men at the White Kitchen Sunday evening they would go to the Southern Pacific Depot where the Charro delegation would be waiting.

A Mexican band will be on hand for the festivities as well as representatives of the "Bandidos," colorful Charro group.

Jesus Carillo and Frank Alvarez, two draftees, have written words and music to a military march and have named it the "National Defense March," dedicated to the Brownsville draft board. This will be played at the send-iff celebration.

YOUTH GROUPS GO TO CHURCH

Scouts, Reserves To Attend En Masse

HARLINGEN—Local Boy Scouts and Girl Reserves will attend en masse the Sunday morning service at the First Presbyterian church here, Rev. G. W. Crofoot said Friday.

The Girl Reserve quartet, composed of Dorothy Steppe, Johnnie Lane, Betty Lou Williams and Joyce Herron will sing Bernard Hamblen's "Beside Still Waters." The scout trio, composed of Travers Hough, Billy Black and Jack Grimm will play Greig's "To Spring" as offertory.

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This Season's

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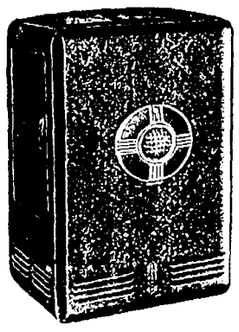

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We are making this unusual offer to prevent any carry-over until next year.

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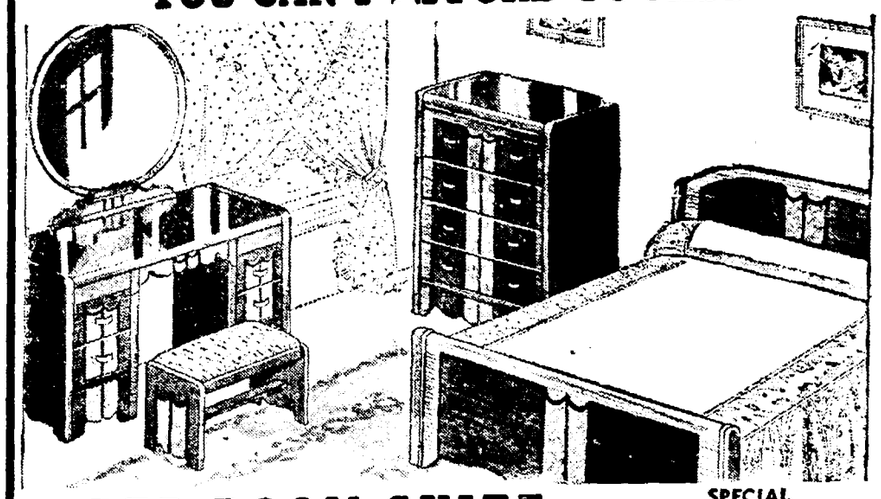
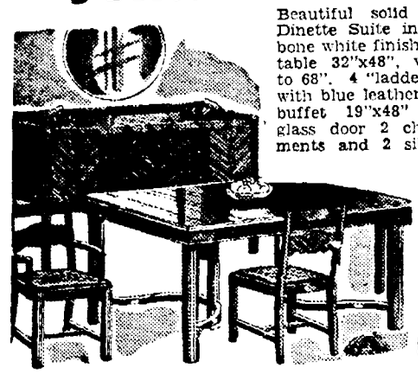


BED ROOM SUITE SPECIAL **$59.50**

A beautiful 4 piece modern built walnut bed room suite consisting of full size panel bed, 5 drawer chest, 17" deep and 30" wide, Vanity has one center drawer and six side drawers, with genuine 30 inch round plate glass miror and upholstered bench.
Regular Price $89.50

5-Piece Dinette Suite



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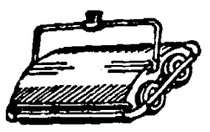

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Nationally known "Bissell" Carpet sweeprs-with pure bristle brush broom action. In baked enamel finished in blue.
REGULAR PRICE, $4.95 ..... **$2.98**

THROW RUGS

Discontinued Samples in throw rugs—27"x54" — Alexander Smith and Firth Brands. Solid Colors.
Reg. Price $6.95
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Rectangle gold framed mirrors, size 14 inches x 27 inches.
REGULAR PRICE $2.95
SPECIAL **$1.89**

"The Valley's Leading Credit Furniture Store"

VINES FURNITURE CO.

McALLEN— 205-207 S. MAIN "THE STORE OF EASY TERMS"

SCHOOL CHOIR WILL SING AT LOCAL CHURCH

P-SJ-A Group To Be Heard At McAllen

McALLEN—The First Methodist church of McAllen is presenting for its Sunday evening service February 9, at 8 p. m., the 60-voice Tri-City A Cappella choir of the Pharr-San Juan-Alamo high school, under the direction of Ward Timmons, in a full program of religious music. The public is invited to attend.

Music critics have declared that few high school choral organizations have achieved in such a short time the outstanding success that this group of students and their young director have won. The outstanding merit of the organization was recognized last December 17 when the choir gave a concert in the P-SJ-A high school auditorium and again when they sang for a packed audience at the San Juan People's church on January 26.

The choir presents a striking picture on the concert stage dressed in their beautiful royal blue poplin and white satin robes.

Timmons announced the following program: Group I, "Praise to the Lord," by F. Melius Christiansen; "Fenchrae Factae Sunt," by Palestina; "Hark Now O Shepherds," by Luvaas; "How Blest Are They," by P. Tschaikowsky; Group II, "In the Night Christ Came Walking," by Noble Cain; "Lullaby On Christmas Eve," by F. Melius Christiansen; "Dear Land of Home," by Findlandia - Sibelius; "God Bless America," by Irving Berlin; Group III, "Love Divine," by Prichard-Jones; "Resting In His Love," by Sodestrom; "Ole Ark's 'Amovin," by Cain, and "The Lord Bless You and Keep You," by Lutkin.

WINDOWS TO BE DECORATED

Charro Days Prizes Offered

BROWNSVILLE—The window decoration committee for Brownsville's Charro Days is offering a total of $100 in prizes for the most attractive show windows decorated by merchants and clubs of the city on the Charro Days theme.

Merchants have been asked to decorate their own show windows, and clubs will be counted on to decorate windows of empty stores in the city. Special attention will be given by judges to decorated windows in out-lying districts and in vacant buildings.

Windows for judging must be ready by 8 a.m. Wednesday, Feb. 19. Clubs which can find no show windows in vacant buildings may ask to use a window in stores which have more than one display space, the committee said.

Mrs. J. E. Magill is chairman of the event. Following prizes will be offered in the business window division: First, $20; second, $15; third, $10; and fourth, $5. Prizes of the same amount will be offered for the club division.

All Vocal Contests In Regional Meet

MERCEDES — All of the vocal contests in the regional music contest will be held at Mercedes on March 7 and 8, according to E. H. Poteet, school superintendent. Approximately 700 to 1,000 youthful singers will participate in the various features of this competition.

Solos, ensembles, boys choruses, girls choruses and mixed choruses will vie for the honor to qualify for the national music contest for which all of the winners in the regional competition will be eligible. While the main contests will be staged at the high school auditorium, a dozen other Mercedes halls have been made available for the preliminaries.

Edcouch Schools To Recess February 14

EDCOUCH—Supt. Joe H. Wilson announced Wednesday that Friday, February 14, will be declared a holiday throughout the local school system in order taht the faculty of all the schools may attend a teachers' meeting at Laredo on that date. Among those from the Valley who have been named as delegates to this meeting are James Johnston, Joe H. Wilson and C. A. Whittle of the local schools.

Smuggling Suspect Charged At Hearing

BROWNSVILLE—Jose Lopez was charged with receiving smuggled merchandise from Mexico and concealing same in a hearing before U. S. Commissioner Carlos Watson here Friday.

Lopez, who was arrested on the night of January 31 with one five-gallon can of mescal in his possession, was released on his own recognizance and ordered to report for trial in federal court Monday.

Births Outdistance Deaths In McAllen

McALLEN—There wasn't even a race between the Stork and Grim Reaper during January in McAllen, Assistant Registrar of Vital Statistics J. R. Glasscock reported. There were 45 births and 17 deaths recorded for the month.

JOINS NAVY RESERVES

HARLINGEN—Bill Ray Tatro, the 17-year-old son of Mr. and Mrs. Ray F. Tatroe, 119 East Monroe street, Harlingen, left last week for Indianapolis, Ind., where he has joined the U. S. Navy reserves in the communication branch.

Rio Hondo School Orchestra Gives Its First Public Concert

..Rio Hondo's school orchestra is pictured at the completion of their first public concert. The orchestra, under the direction of Boden Miller, organized during the summer of 1940.

A Cappella Choir Due

Forty-five voices strong, the picturesque Denton A Cappella Choir from the North Texas State Teachers College will be heard in concert Saturday, February 15, at 8:15 p. m., in the Pharr-San Juan-Alamo High School auditorium. Their appearance is sponsored by the San Juan Lions Club. Under the direction of Dr. Wilfred C. Bain, head of the music department of the Denton Teachers College, the Denton A Cappella Choir is said by critics to be one of the most dramatic and colorful musical organizations in the Southwest.

School For Broom Pilots At Brownsville Monday

BROWNSVILLE—The man who wields the broom will come into his own here next week.

Trained instructors from Texas A. and M. College will open a five-day school for business custodians here Monday night, according to E. C. Dodd, superintendent of public schools.

Instruction begins the first night and will be given nightly from 7 to 10 p. m. from Monday through Friday.

Official To Teach

Teaching various phases of the course will be Arnold E. Wittman, former architect and engineer of the school plant division, State Department of Education; Robert C. Brown, for 20 years an engineer-custodian in the Houston public school system, and A. M. Blackman, formerly chief supervisor of high schools and first assistant state superintendent of public instruction for the state of Texas.

No fees will be charged, and all building custodians of the city, whether employed by schools or not, are welcome to attend, Mr. Dodd said.

Janitors Must Attend

All public school janitors will be required to attend the session, and deans, registrars, principals and assistant principals of all schools must attend at least three of the meetings, Mr. Dodd said.

Persons who attend 80 per cent or more of the time will be given certificates showing that they have completed the first unit of the course in custodian engineering.

Two other courses will be offered at future dates. Those who earn certificates in all three courses will be issued a custodian engineer's certificate by the A. and M. College of Texas and the state board of vocational education.

Their Aims

According to Mr. Dodd the course has three purposes:

To offer help in promoting and giving instruction in better care of buildings and equipment.

To help in promoting and give instructions in proper health, safety, ventilation, sanitation and lighting conditions of buildings for protection of pupils, teachers, or others who may work in buildings.

To inform members of boards of education, school superintendents, principals, janitors and others who may be responsible for buildings, of the importance of proper building custodianship.

Youths Fined

Three Harlingen Boys Are Charged

BROWNSVILLE — Three of four youths who were arrested here early Friday as they slept in a car parked in front of a city policeman's home were fined in justice court in connection with three sacks of stolen potatoes found in the car.

The youths, Albert Kirkpatrick, 17; Alvin Davis, 19, and Willie Davis, 20, each were fined $48.15 by Justice of the Peace Fred Recio. The three are from Harlingen. The potatoes were taken from a truck in Harlingen.

The fourth youth, a juvenile, was said by Deputy Sheriff Will Cabler to be a parole violator. He was being held for further investigation.

NAMED TO WHO'S WHO

SANTA ROSA—Miss Emily King, and Chester Flint, of the graduating class of Santa Rosa High school for 1941, have been selected by the faculty to be listed among those in "Whose Who in Texas High School."

LITTELL'S LIQUID
A Calcium Sulphurate Solution for relieving the discomforts of itching that frequently accompanies Minor Skin Irritations, Prickly Heat, and the Bites of Non-Poisonous Insects. Locally it helps to allay the itching of Eczema. Price 60c per bottle.
"ALL DRUGGISTS"

PHARR TOTALS CITY REVENUE

$9,236 Is Collected During January

PHARR—City revenue in all departments for the month of January soared to $9,235.41, according to the monthly audit prepared by Miss Anna Morgan and approved by the city commission at the regular meeting this week.

Largest item on the revenue side was taxes, which totaled $7,022.89, including current, delinquent and partial payment. The 1940 tax payments were $6,454.86; 1939, $72; 1938 [illegible] 1937, $157.50; 1936, $85.92; 1935, $13.50; 1934, $9; 1933, $5.40; 1927, 1.10; and partial payment, $141.11.

Water Collections

Water department collections totaled $1,729.53, approximately the same as for January, 1940. Rents earned totaled [illegible] and miscellaneous general revenue was $150. Sewer charge collections amounted to $138.99.

With the large payment of the 1940 tax in January, this leaves $7,236.53 of the 1940 roll unpaid, according to the audit.

January Audit

The audit for January of 1940 showed total collections in all departments of $9,638.29 with $6,308.48 of this total being the 1939 tax levy.

The various funds of the city were shown to have large surpluses with the largest being in the Refunding Bond Series 1938 Fund, which has $7,407.83. The general fund has more than $2000, largest in many months.

All-States Picnic

2,000 Tourists Are Due At McAllen

McALLEN—Two thousand persons are expected to atttend the annual All-States picnic at Archer Park here Tuesday, February 11.

The tourists will start registering at 11 a. m. at the park and the dinner will be served at 12 noon. All those attending are to bring their own basket lunches.

A special program has been arranged for the occasion and the Harlingen Chamber of Commerce tourist department will give part of the program. All winter visitors and tourists in the Valley are invited to attend. The attendants will be divided into state groups in order that they may become acquainted.

Water catchments which collect rain-water are the principal source of water at Gibraltar.

Better Selling Course Popular

MISS ELEANOR APPELL

HARLINGEN — Harlingen salespeople and store owners are receiving with interest the brief, intensive course on Better Selling, being conducted by Miss Eleanor Appell, of the University of Texas. Cost of the distributive education course is borne by the state board for vocational education, enrollment fee of 50 cents being the only charge for the entire course of 10 meetings.

Each Wednesday and Friday at 7:30 p. m. the meetings are being held at the Madison Hotel. Since each meeting is a complete discussion on some pertinent phase of daily problems encountered in retailing, local salespeople are urged to attend even though they may not have attended initial meetings. A sound film, "Bringing the Customer Back," is scheduled for next Wednesday's meeting.

Similar course at Mercedes, Weslaco, McAllen and Mission are scheduled for early spring.

McAllen Faced With Repair Of Streets

McALLEN—Repairing of a recently paved area on North Eighth street and Hackberry avenue which collapsed under last week's heavy rains, faced city officials Thursday.

C. C. Eckhoff, city inspector, explained there was a water filled pool about 10 feet deep under the pavement in that section and transit of heavy traffic over the street caused the pavement to collapse.

Frank Hall of San Juan, was given the contract for the pumping off of "floodwaters" from the intersection into the canal about two blocks east of the flooded area.

NAZIS FIND SPY GUILTY

Englishman Is Said Paid By France

BERLIN—(AP)—Percy William Olaf De Wet, 28-year-old Englishman said to have forced Nazi judges to decide whether he was "an adventuring fool or a dangerous spy," has been sentenced to death as a paid agent of the French secret police.

The peoples court, after a secret trial to which only Adolf Hitler's paper, Voelkischer Beobachter, was permitted to send a representative, ruled Friday that De Wet must go before a Nazi firing squad.

His guilt was proven beyond question, the Germans said, but they acknowledged the death of this "brave and curious man" would leave unsolved many questions.

De Wet's adventurous nature, it was said, led him to quit the Royal Air Force to fight with Haile Selassie's Ethiopians against the Italians, and later to join the Spanish Republican army.

McALLEN HOSPITAL NEWS

McALLEN—Mrs. Earl Greer of Vivors was admitted Saturday. H. H. Harris of McAllen was dismissed.

Ailing Oregon Man Rescued By Plane From Eighth Pass

BROWNSVILLE—B. G. Eubank of Brownsville, operator of a fishing camp at Eighth Pass in Mexico, flew in here Friday afternoon with Al Sheridan of Portland, Ore., who suffered a recurrence of an old hip injury while fishing at the camp and had to be brought here by plane.

Piloting the mercy ship, a Piper Cub, was Douglas Kinzer of Mauldin Aircraft.

Eubank said the stricken man went to camp at Eighth Pass about two weeks ago with two friends, Harry Meridian of Dayton, Ohio, and Jack Calloway of Denver, Colo.

While fishing there, Sheridan was suddenly incapacitated by recurrence of an injury which he suffered to his hip some time ago, Eubank said.

The party attempted for several days to minister to the stricken angler and finally decided he was too ill to be moved to Brownsville by truck. They came here with Eubank by automobile, and the fishing camp operator flew back at 8:30 a.m. Saturday to pick up Sheridan.

Eubank said Sheridan left Saturday for his Oregon home.

Draftee Send-Off

Brownsville Draft Board Honors 8

BROWNSVILLE — Charro Days officials are going to co-operate with the Brownsville draft board in giving eight "draftees" a big send-off here Sunday night.

Mrs. Ethel Hetrick, clerk of the local board, said Friday that following a party for the men at the White Kitchen Sunday evening they would go to the Southern Pacific Depot where the Charro delegation would be waiting.

A Mexican band will be on hand for the festivities as well as representatives of the "Bandidos," colorful Charro group.

Jesus Carillo and Frank Alvarez, two draftees, have written words and music to a military march and have named it the "National Defense March," dedicated to the Brownsville draft board. This will be played at the send-iff celebration.

YOUTH GROUPS GO TO CHURCH

Scouts, Reserves To Attend En Masse

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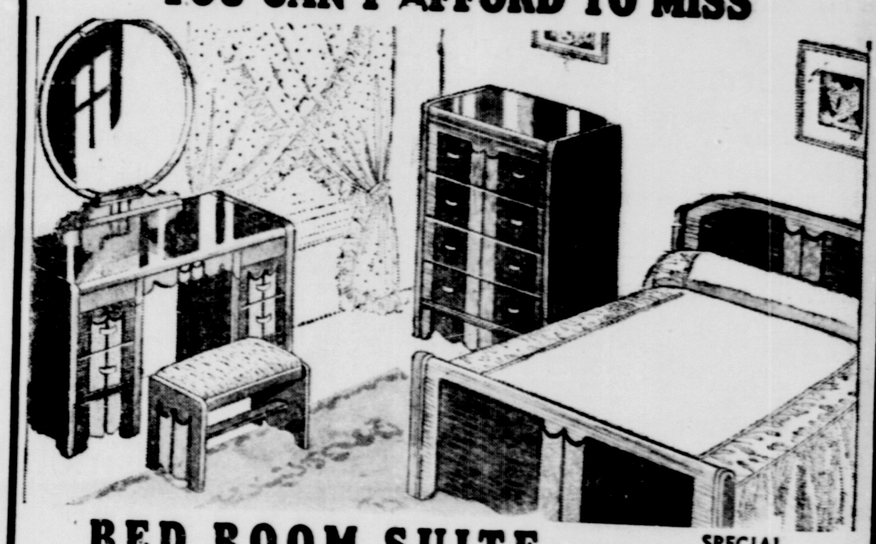

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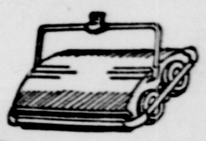

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Society

Shown above in a charming study is Miss Mary Elizabeth Patrick of Brownsville in the pretty gown she wore at the tea Saturday when her parents, Mr. and Mrs. A. N. S. Patrick announced her engagement and approaching marriage to Hugh Joseph Fitzgerald, of New York City, formerly of Dallas and Brownsville. The bridegroom-elect is the son of Mrs. Irene Fitzgerald of Dallas. The rites will be celebrated in the evening of March 11 at the First Methodist Church in Brownsville. (Dallas Morning News Staff Photo.)

Wedding To Be Solemnized March 11 Announced At Large Party Saturday

BROWNSVILLE — Mr. and Mrs. A. N. S. Patrick announced the engagement and approaching marriage of their only daughter, Miss Mary Elizabeth Patrick, to Hugh Joseph Fitzgerald, of New York City, formerly of Brownsville and Dallas, son of Mrs. Irene Fitzgerald of Dallas, at a tea at which Mrs. Patrick entertained Saturday afternoon.

The affair was held between the hours of 4 and 6 o'clock at the Brownsville Country Club, with about 350 guests calling during the afternoon.

Greeting guests at the door was Mrs. James L. Rentfro, who was pretty in a gown of heavy white crepe, with the bodice ornamented in metallic embroidery.

Receiving were Mrs. Patrick, Miss Patrick, Mrs. Fitzgerald, and Mrs. Harvey E. Nuckols. Mrs. Patrick wore a powder blue lace, fashioned with a chiffon skirt. Mrs. Fitzgerald was in deeper blue crepe with a trim of gold, and Mrs. Nuckols wore an aqua chiffon with a metallic jacket.

The honoree was especially pretty in a gown of pale peach-colored net, with the deep square neck of the bodice and the bodice being trimmed with tiny rows of matching lace. Tiny rows of the dainty lace formed a panel down the front of the skirt which was accordion pleated. Her corsage was an orchid.

Red and white gladioli, red and white carnations, candytuft, and red and white sweetpeas were used in profusion throughout the club rooms, carrying out an appropriate valentine theme. Centering the mantelpiece, which was banked with red sweetpeas, was a huge heart of red, finished with a real lace frill, and with the center made entirely of lace. Heart-shaped baskets on the piano held blossoms too.

The tea table was laid with a white Madeira cloth. Centering this, on an oval reflector, was a modernistic tree of white carnations, carrying out of the valentine theme with tiny hearts of red, and the wedding theme with three small wedding bells in white. Flanking the reflector were four tall white tapers set in rings of candytuft and fern. The rectangular cake was iced in white and embossed in red nosegays and the single red blossoms.

During the first hour, Mrs. J. M Stein, wearing a black marquisette gown embroidered in a flower design in ashes of roses shade, presided at the silver service, and Mrs. RoyalD. Sundell, wearing black with a jayket of crushed grey, served. In the second hour, Mrs. Louis Brulay, in a black net made along simple lines, poured, and serving was Mrs Volney W. Taylor, who wore a gown of soft rose, with tight-fitting waist and full skirt, and matching bone-button trim in the shape of roses.

Presiding at the bride's book during the afternoon was Miss Inez Brulay who wore a becoming gown of soft rose taffeta, with trimming of plum-colored taffeta.

Kent Stratford played selections on the piano throughout the afternoon.

The interesting announcement was made on small individual valentines of red, finished with a frill of white lace paper with inscriptions in white, "Mary and Hugh, March 11." The wedding will be celebrated in the evening of March 11 at the First Methodist church here.

Assisting throughout the afternoon were Mrs. F. Earl Davis of Harlingen, Mrs. Clarence Gound of Harlingen, Mrs. A. W. Neck of Harlingen, Mrs. A. Albert Browne, Mrs. Stanley Chambers of Corpus Christi.

Also assisting in hostess duties were Misses Elizabeth Browne, Alberta Browne, Marizell Taylor, Josephine Taylor, Elizabeth Canales, Laverne Sullivan, Mozelle Pruden, Jane Richardson, Miriam Bray, Mesdames Robert Goodrich, Paul Ellington, Tom C. Barber, Jr., and Dick Swanson. All wore pretty corsages in pastel shades.

The announcement claims much interest here, as the bridegroom-elect made his home here for several years and has a host of friends in this section, and the bride-to-be has been a favorite in social circles since she came to the Valley with her family in 1935.

Engagement Of Couple Announced

SAN BENITO—Engagement and approaching marriage of Miss Kathryn Richards, daughter of Mrs. D. P. Richards of Robstown, and Ernest Botard, son of Mr. and Mrs. W. O. Botard of Alice, was made known to friends of the couple here at the weekend.

Miss Richards has resigned her position as assistant home demonstration agent for Cameron County, effective February 15. Mr. Botard, who formerly was assistant county agent in Cameron County, is now county agent in McMullen County. Marriage of the couple will take place the latter part of March in Robstown.

Miss Volda Smith of San Saba has been named to succeed Miss Richards and will arrive early next week. She will not assume her post until about February 15.

Grayson-Corson Rites Announced

RAYMONDVILLE — Announcement is being made of the marriage of Miss Dessie Gloria Corson, daughter of Mr. and Mrs. Tom Corson of Harlingen to W. W. Grayson, Junior, son of Mr. and Mrs. W. W. Grayson of Raymondville on Saturday morning in Raymondville.

The bride is a junior in the Harlingen high school and the groom graduated from the Raymondville high school in 1939 and attended Schreiner Institute in Kerrville.

The young couple will be at home in the Grayson Apartments in Raymondville after February 10.

Farewell Courtesy Given In McAllen

McALLEN — The Four-Year Club's meeting this week was a farewell party for Mrs. Ray Tubb who has returned to her home at Emerson, Iowa, after spending part of the winter here.

Placecards for the luncheon served at Mrs. William Olson's home, were tiny totem poles fashioned from striped stick candy placed on a heart. Guests names were written on miniature igloos in the form of a charade.

The honored guest was given a gift by her hostess.

To Santone

BROWNSVILLE — Mr. and Mrs. Frank L. Davis departed Thursday for a few days' stay in San Antonio.

Methodist Women Meet Monday In Circle Gatherings

BROWNSVILLE — The mission study book course will be continued by members of the Women's Society for Christian Service of the First Methodist church Monday afternoon when circle meetings are held at 3 o'clock.

Mrs. R. A. McKee will be hostess to the Lucy Rae circle and Mrs. Johnny Walker will be hostess to the Young Matrons circle. Circles one, two and three will meet at the church.

Benefit To Assist Clubhouse Fund

EDCOUCH—A second club house benefit party will be held on Thursday, February 13 at the home economics building at the high school. Miss Ethel Ballanger is chairman of a committee from the Edcouch Women's Club who is sponsoring a movement to build a community house.

Over a hundred dollars is now in the building fund.

Off On Visit

BROWNSVILLE — Woods Christian departed Thursday for San Antonio for a few days stay and to meet Mrs. Christian who has been visiting in Fort Worth.

Arizona Rites Of Interest In Valley

HARLINGEN — Of interest to friends in this community is announcement of the marriage of Miss Cora Elizabeth Jett and Leonard Cameron Halpenny, son of Mrs. Lillian Halpenny of San Diego, formerly of Harlingen.

The ceremony was performed at the Church of the Sacred Heart in Safford, Ariz., at 2:30 o'clock, the Rev. Father Crook reading the impressive ring service. Vows were exchanged before an altar decorated with white flowers and greenery and lighted by tall white tapers.

The bride, who was given in marriage by her father, Jonas H. Jett, wore a rose wool ensemble, with a corsage of white roses. She was attended by Mrs. H. M. Babcock.

Mr. Babcock was best man and Tom and Sam Barrett, cousins of the bride, were ushers.

The ceremony was witnessed by about 60 guests and was followed by a reception at the home of Mr. and Mrs. Joseph H. Morgan.

After a short honeymoon trip, the couple will make their home in Safford where Mr. Halpenny is connected with the U. S. Geological survey.

Among the out of town guests were the bridegroom's mother, Mrs. Lillian Halpenny, and his brother and sister-in-law, Mr. and Mrs. Lloyd Halpenny of San Diego.

The bride, a native of Prescott, Ariz., was graduated from Prescott high school and the University of Arizona where she was a member of Chi Omega social sorority.

Mr. Halpenny is a graduate of the University of Texas, receiving his B. S. degree in P.P.E. in 1938.

W.M.S. Of Combes Will Meet Tuesday

COMBES—The Baptist missionary study group meeting scheduled for Tuesday was postponed for a week, and will be held an all-day affair with covered dish luncheon next Tuesday at the home of Mrs. J. B. White.

Mrs. H. P. Jordan will be leader of the course. The subject is "Migrants of the Crop."

Beautiful Home Rites Will Be Read Sunday For Upper Valley Pair

PHARR — Interest of friends over the Valley and other sections of the state is surrounding the marriage oday of Miss Eva Jean Callis, daughter of Mr. and Mrs. G. L. Callis, and Alvis Wilson of McAllen, son of Mrs. Golden Wilson of Paris, Texas. The rites are to be solemnized at three o'clock this afternoon at the pretty country home of the bride's parents, near Pharr.

The couple will exchange nuptial vows before an improvised altar in the spacious living room with the Rev. J. Beaty Smith, pastor of the San Juan People's Church, reading the impressive single ring ceremony.

Only close friends and immediate members of the bride's family will be guests.

Lace fern interwoven with white chrysanthemums and pink carnations will form the altar background with flanking arrangements of the chosen flowers placed on either side in large floor baskets tied with huge bows of pink and white bridal tulle.

Repeating the bridal note is a low arrangement of orange blossoms, held in a low bowl atop the antique piano, with tall white candles in crystal holders on either side which will be lighted before the ceremony.

Before the entrance of the bridal party, Mrs. Paul Hetrick of San Juan will sing Cadman's "At Dawning." She will be accompanied by Mrs. Carl Motley of San Juan who will play as a piano prelude, "The Bells of St. Mary," a favorite selection of the bride.

Mr. Callis is to give his daughter in marriage, entering with her through the archway, an effective frame for the lovely picture the bride will present in her beautiful wedding dress, a French creation by Vieaux. The frock, street length, is designed on simple lines of soft French silk crepe in navy. Inset in the bodice is a yoke of cutwork in a daisy motif, the same beautiful embroidery forming a wide band on the bracelet length sleeves. Knife pleats in front and back give fullness without detracting from the smart, straight silhouette.

Black accessories to be worn by the bride are in perfect harmony. Her hat, a small forward slanting pattern hat of glistening straw braid, has a shoulder length veil of silk in matching shade with a row of pink velvet bows over the entire hat for trimming. A corsage of carnations in sunset pink tied with blue tulle will complete her costume.

Only attendant to the bride will be her sister, Mrs. Everett R. Conway of Corpus Christi. Mrs. Conway is wearing a gold colored spring crepe with black accessories. Her corsage of white carnations and blue delphiniums is tied with matching blue tulle.

Mr. Conway will be best man for the bridegroom.

For her daughter's wedding, Mrs. Callis will be attired in a tailored frock of blue mist silk alpaca with blue rhinestone buttons. Her corsage will be of sweetpeas in pastel colors.

Six-year-old Alva Barbara, youngest sister of the bride, is to wear blue velvet with matching hair ribbon.

The dining room will be decorated with orange blossoms and fern which

(Continued on Page 2, Col. 2)

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Hostesses were Mrs. F. M. Robinson and Mrs. Frank Gilbert. Mrs. Baker before her marriage about two weeks ago was Miss Dorothy Redmon, daughter of Mr. and Mrs. C. F. Redmon.

Arrangements of pink hibiscus were used for the centerpiece of the breakfast table. At the bride's place was a prettily wrapped gift.

Guests included Mrs. Redmon, Mrs. W. E. Crawford, Mrs. Ted Lemburg, Mrs. Robert Henderson, Mrs. King Kruse of San Benito, Mrs. Leland McCullough of Pharr, Mrs. H. W. Kreidler, Mrs. J. E. Dechman of Peoria, Ill., Mrs. Baker's grandmother, and Miss Virginia Bonner.

Mrs. F. O. Swan Bridge Luncheon Hostess At McAllen

McALLEN — Two guests, Mrs. Vannie Cook and Mrs. J. P. King, attended the Wednesday bridge club when it was entertained yesterday for luncheon at the Casa de Palmas Hotel by Mrs. F. O. Swan.

Mrs. A. L. Hart was high score winner and members attending were Mesdames C. H. Britton, Horace Etchinson, O. P. Martin, A. L. Hart and Carl Witts.

Mrs. C. H. Britton will be hostess to the club February 19.

Benefit Bridge Set For Valentine's Day

HARLINGEN — A St. Valentine's Day benefit bridge will be given by St. Alban's Episcopal Guild Friday, February 14, starting at 2 p.m. at the Woman's Building. Seasonal decorations will lend added interest, prizes will be awarded and refreshments served. Admission of 25 cents will be asked.

Reservations should be phoned to Mrs. John T. Thompson 654.

Demure as a picture on an old-fashioned valentine is Miss Barbara Baldridge of Edinburg photographed in the costume she wore for one of the gay balls of the winter season. Miss Baldridge is the daughter of Mr. and Mrs. Dair Baldridge of Edinburg, and a leading favorite with the upper Valley's social set. (Kerr Studio.)

Society

Shown above in a charming study is Miss Mary Elizabeth Patrick of Brownsville in the pretty gown she wore at the tea Saturday when her parents, Mr. and Mrs. A. N. S. Patrick announced her engagement and approaching marriage to Hugh Joseph Fitzgerald, of New York City, formerly of Dallas and Brownsville. The bridegroom-elect is the son of Mrs. Irene Fitzgerald of Dallas. The rites will be celebrated in the evening of March 11 at the First Methodist Church in Brownsville. (Dallas Morning News Staff Photo.)

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Wedding To Be Solemnized March 11 Announced At Large Party Saturday

BROWNSVILLE — Mr. and Mrs. A. N. S. Patrick announced the engagement and approaching marriage of their only daughter, Miss Mary Elizabeth Patrick, to Hugh Joseph Fitzgerald, of New York City, formerly of Brownsville and Dallas, son of Mrs. Irene Fitzerald of Dallas, at a tea at which Mrs. Patrick entertained Saturday afternoon.

The affair was held between the hours of 4 and 6 o'clock at the Brownsville Country Club, with about 350 guests calling during the afternoon.

Greeting guests at the door was Mrs. James L. Rentfro, who was pretty in a gown of heavy white crepe, with the bodice ornamented in metallic embroidery.

Receiving were Mrs. Patrick, Miss Patrick, Mrs. Fitzgerald, and Mrs. Harvey E. Nuckols. Mrs. Patrick wore a powder blue lace, fashioned with a chiffon skirt. Mrs. Fitzgerald was in deeper blue crepe with a trim of gold, and Mrs. Nuckols wore an aqua chiffon with a metallic jacket.

The honoree was especially pretty in a gown of pale peach-colored net, with the deep square neck of the bodice and the bodice being trimmed with tiny rows of matching lace. Tiny rows of the dainty lace formed a panel down the front of the skirt which was accordion pleated. Her corsage was an orchid.

Red and white gladioli, red and white carnations, candytuft, and red and white sweetpeas were used in profusion throughout the club rooms, carrying out an appropriate valentine theme. Centering the mantelpiece, which was banked with red sweetpeas, was a huge heart of red, finished with a real lace frill, and with the center made entirely of lace. Heart-shaped baskets on the piano held blossoms too.

The tea table was laid with a white Madeira cloth. Centering this, on an oval reflector, was a modernistic tree of white carnations, carrying out of the valentine theme with tiny hearts of red, and the wedding theme with three small wedding bells in white. Flanking the reflector were four tall white tapers set in rings of candytuft and fern. The rectangular cake was iced in white and embossed in red nosegays and the single red blossoms.

During the first hour, Mrs. J. M Stein, wearing a black marquisette gown embroidered in a flower design in ashes of roses shade, presided at the silver service, and Mrs. RoyalD. Sundell, wearing black with a javket of crushed grey, served. In the second hour, Mrs. Louis Brulay, in a black net made along simple lines, poured, and serving was Mrs Volney W. Taylor, who wore a gown of soft rose, with tight-fitting waist and full skirt, and matching bone-button trim in the shape of roses.

Presiding at the bride's book during the afternoon was Miss Inez Brulay who wore a becoming gown of soft rose taffeta, with trimming of plum-colored taffeta.

Kent Stratford played selections on the piano throughout the afternoon.

The interesting announcement was made on small individual valentines of red, finished with a frill of white lace paper with inscriptions in white, "Mary and Hugh, March 11." The wedding will be celebrated in the evening of March 11 at the First Methodist church here.

Assisting throughout the afternoon were Mrs. F. Earl Davis of Harlingen, Mrs. Clarence Gound of Harlingen, Mrs. A. W. Neck of Harlingen, Mrs. A. Albert Browne, Mrs. Stanley Chambers of Corpus Christi.

Also assisting in hostess duties were Misses Elizabeth Browne, Alberta Browne, Marizell Taylor, Josephine Taylor, Elizabeth Canales, Laverne Sullivan, Mozelle Pruden, Jane Richardson, Miriam Bray, Mesdames Robert Goodrich, Paul Ellington, Tom C. Barber, Jr., and Dick Swanson. All wore pretty corsages in pastel shades.

The announcement claims much interest here, as the bridegroom-elect made his home here for several years and has a host of friends in this section, and the bride-to-be has been a favorite in social circles since she came to the Valley with her family in 1935.

Engagement Of Couple Announced

SAN BENITO—Engagement and approaching marriage of Miss Kathryn Richards, daughter of Mrs. D. P. Richards of Robstown, and Ernest Botard, son of Mr. and Mrs. W. O. Botard of Alice, was made known to friends of the couple here at the weekend.

Miss Richards has resigned her position as assistant home demonstration agent for Cameron County, effective February 15. Mr. Botard, who formerly was assistant county agent in Cameron County, is now county agent in McMullen County. Marriage of the couple will take place the latter part of March in Robstown.

Miss Volda Smith of San Saba has been named to succeed Miss Richards and will arrive early next week. She will not assume her post until about February 15.

Grayson-Corson Rites Announced

RAYMONDVILLE — Announcement is being made of the marriage of Miss Dessie Gloria Corson, daughter of Mr. and Mrs. Tom Corson of Harlingen to W. W. Grayson, Junior, son of Mr. and Mrs. W. W. Grayson of Raymondville on Saturday morning in Raymondville.

The bride is a junior in the Harlingen high school and the groom granduated from the Raymondville high school in 1939 and attended Schreiner Institute in Kerrville.

The young couple will be at home in the Grayson Apartments in Raymondville after February 10.

Farewell Courtesy Given In McAllen

McALLEN — The Four-Year Club's meeting this week was a farewell party for Mrs. Ray Tubb who has returned to her home at Emerson, Iowa, after spending part of the winter here.

Placeards for the luncheon served at Mrs. William Olson's home, were tiny totem poles fashioned from striped stick candy placed on a heart. Guests names were written on miniature igloos in the form of a charade.

The honored guest was given a gift by her hostess.

To Santone

BROWNSVILLE — Mr. and Mrs. Frank L. Davis departed Thursday for a few days' stay in San Antonio.

Methodist Women Meet Monday In Circle Gatherings

BROWNSVILLE — The mission study book course will be continued by members of the Women's Society for Christian Service of the First Methodist church Monday afternoon when circle meetings are held at 3 o'clock.

Mrs. R. A. McKee will be hostess to the Lucy Rae circle and Mrs. Johnny Walker will be hostess to the Young Matrons circle. Circles one, two and three will meet at the church.

Benefit To Assist Clubhouse Fund

EDCOUCH—A second club house benefit party will be held on Thursday, February 13 at the home economics building at the high school. Miss Ethel Ballanger is chairman of a committee from the Edcouch Women's Club who is sponsoring a movement to build a community house.

Over a hundred dollars is now in the building fund.

Off On Visit

BROWNSVILLE — Woods Christian departed Thursday for San Antonio for a few days stay and to meet Mrs. Christian who has been visiting in Fort Worth.

Charro Days Party Set By Members

BROWNSVILLE — Plans were made for a Charro Days party when members of the Brownsville Study Club met Thursday afternoon at the home of Mrs. Sam L. Lockwood.

The party will be held Wednesday evening at the home of Mrs. Joe Wheeler. Co-hostesses with Mrs. Wheeler will be Mrs. W. T. Hunt and Mrs. Leo Nolan. Husbands of members will be guests. The event will be a supper and costume party.

In charge of the program on Natural Resources was Mrs. Harry L. Faulk who presented Mrs. Herman B. Jeffery. Mrs. Jeffery gave a paper entitled Inventory of Raw Materials in Regard to the Defense Economy of the United States. She stated that the U. S. has an unrivalled supply of materials essential to national defense. She then took up the individual materials and listed the amount available to the U. S. of each. Mrs. Faulk defined natural resources.

Attending the session were Mesdames W. M. Coleman, J. H. Diltz, Faulk, L. C. Rife, R. E. Green, Sam Hughston, Jeffery, R. A. McKee B. B. McDonald, Nolan, C. L. Parnell, W. M. Stovall, J. A. Walker, Wheeler, Hunt, and L. A. Bauer, Jr.

The next meeting will be held February 20 with Mrs. Parnell.

Luncheon Party XFetes—24 ital ..

McALLEN — Four Valley visitors were honor guests at a luncheon given this week in McAllen with hostesses, Mrs. J. W. Ferguson, Mrs. John T. Lomax and Mrs. Ben Strong, the latter of Mission.

Complimented at the pleasantly informal affair held at the Casa de Palmas Hotel were Mrs. M. Johnson, here visiting her daughter, Mrs. Florence Johnson Scott of Rio Grande City; Mrs. John Conway, Mrs. Roy Ault and Mrs. T. Conway, all of Minneapolis, who are guests of Mr. and Mrs. Roy Conway at Mission.

The luncheon tables were laid in the DeMaxey Room. A centering reflector held arrangements of gerbera daisies and cornflowers in twin shell vases. At their bases were tiny colored glass bubbles sprayed with fern. Down the length of the table were miniature shells filled with the same flower and flanked at the bases with dainty bubbles.

Guests were the honored quartette, the hostesses, Mrs. Florence Johnson Scott, Mrs. E. S. Lammers, Mrs. T. B. Sammons, Mrs. Florence Hayes, Mrs. J. V. Carpenter, Mrs. W. T. Ferguson and Mrs. T. M. Meldon.

Murals Topic For Program

RAYMONDVILLE — Mrs. L. J. Smith's talk on art was the feature of the program for the Raymondville Women's Club Tuesday when a large attendance was present. Mrs. Smith, formerly head of the art department at Texas A. and I. College, talked on recent murals in the United States.

Mrs. Smith, who was presented by Mrs. W. C. Youngblood, told of changes in murals since fresco paintings of 30 years ago.

The speaker also told of the increasing popularity of murals not only for the public buildings but for the private home; and the feeling of security now experienced by painters because of government interest.

Valentine colors of red and white were combined to excellent advantage in the lavish use of red and white sweetpeas, red gladiolas, and candytuft in attractive containers.

The valentine theme was noted in the musical program presented by Misses Jean Glarner, Dorothy Harding and Maya Dodd, sophomores, who sang "I Love You Truly" accompanied by Mrs. Vera H. Beck. As an encore Miss Harding sang "The Lilac Tree."

"Courtesies of Parliamentary Law" was presented by Mrs. M. C. Yeargan. "Motions" was given by Mrs. Al Norman. "Duties of Officers and Members" was the topic given by Mrs. S. L. Gill.

A handsome imported lace cloth spread over a cloth of crimson and centered with white flowers, expertly arranged, graced the refreshment table over which Mrs. Norman presided.

Mrs. Smith was accompanied from Kingsville by Mrs. George M. Simons.

Garden Planting Is Demonstrated To Pharr Group

PHARR — "Transplanting for Beauty and Pruning" was the discussion led by Mrs. La Verne Dreibilbis, yard demonstrator of the Pharr Home Demonstration Club, at their meeting last week at the home of Mrs. G. E. Dodd.

An educational paper, "Growing Roses," was read by Mrs. R. A. Grimes.

Refreshments were served by the hostess to two guests, Mrs. Clay Everhard and Mrs. Harper, and members Mesdames D. W. Gordon, Fred Eastwood, Ethel Warnock, Charles T. Sipe, A. A. Slayton, A. G Meister, J. J. Maurer, T. W. Lucas, J. A. Jameton, J. W. Haggard, R. A. Grimes, C. E. Giles, Roy Dreibilbis, La Verne Dreibilbis and J. B. Crumb.

P.-S.J.-A. Choir To Sing At McAllen

McALLEN—The A Capella Choir of the Pharr-San Juan-Alamo high school will present the Sunday evening service at the First Methodist church at 8 p.m. Sunday.

The choir is directed by Ward Simmons. For public appearances the group wears royal blue poplin and white satin robes. The public is invited to attend.

Tea, Shower Honors Bride

Hostesses and honor guest for a large event of the past week-end are presented in the photo above made just before the shower and tea given to honor Mrs. Charles Clift, Jr., a recent bride and the former Miss Lillian Grace McInnis. Presented left to right in the picture are Miss Irene Peek, Miss Dora Lamon, Mrs. C. R. McInnis, mother of the honoree, Charles Clift, Jr., Mrs. Otto Ingendorf, and Mrs. N. A. Spilman. (Staff Photo.)

Bride, Student Popular

Miss Maxine Rainey is president of the Future Homemakers of Edinburg. She is a senior student and cheer leader for the Edinburg Pep Squad. She is the daughter of Mr. and Mrs. W. C. Rainey and popular with the high school set. (Kerr Studio.)

Mrs. Kenneth Pottsberg was before her marriage January 24 in Abilene, Texas, Miss Helen Klopek. She is the daughter of Mr. and Mrs. Theo Klopek of Donna and has been in business in Elsa the past year. The couple will reside in Mineral Wells. (Kerr Studio.)

Flower Legends Related By Mrs. G. W. Johnson In Talk In Raymondville

RAYMONDVILLE—Intense interest was accorded Mrs. G. W. Johnson of Brownsville by members of the Raymondville Garden Club on Thursday afternoon as she related Legends of Plants.

Place of meeting was the Woman's Club Building and the occasion was Guest Day. The large room was adorned with graceful sprays of Chinese hat, bouquets of roses and sweetpeas and baby rosebuds in white pottery placed advantageously.

In her charming and arresting voice the speaker said: "I believe that every plant has its origin in legend. Even we speak of fairies in the flowers and finding dimpled babies under rosebushes." And then beginning with the Greek legend of the Mulberry Tree, handed down to us from Babylonian days, the guest told her audience pretty stories of the North American Indians, tragic tales of Aztec and Toltec Indians that found their origin in human sacrificial rites and interesting Spanish stories. Mrs. Johnson concluded her study with the story of the Bluebonnet.

Accompanying the guest speaker were Mrs. E. L. Roy of Indianapolis who will remain in Brownsville through Charro Days, and Mrs. Estelle Garabedian, famous violinist of Oklahoma.

Guests were welcomed by the president, Mrs. J. B. Chambers, and the speaker was presented by Mrs. R. A. Thompson, program chairman.

At the tea which followed Mrs. T. H. Harbin poured and Mrs. M. M. McInnis served the dainties from a table holding a white pottery epergne molding a charming arrangement of blossoms and white tapers on an exquisite imported handmade lace cloth.

HOME RITES READ SUNDAY

(Continued From Page One)

will also form the centerpiece for the lace covered table, at one end is placed the large cake, made in wedding ring shape and embossed in white with tracery decoration of pink and white hearts and blossoms from spun sugar. Atop the cake is a miniature bridal pair encircled by love birds, all made of the spun sugar.

Completing the table decoration will be tall white tapers burning in silver holders.

Presiding at the silver service at the opposite end of the table will be Mrs. Conway, assisted by Miss Yvonne Hall.

Miss Hall will wear a one-piece frock of silk jersey, the blouse of navy having narrow shadow stripes in white, while the skirt is of solid color. A soft red kid belt gives a bright touch of color to the dress while her navy straw hat in pancake shape has matching veil and is trimmed with a red feather. Her corsage is to be of sweetpeas.

Out of Valley guests will be Mrs. O. L. Pierce and son, Lemas Pierce, of Joplin, Mo., and Mr. and Mrs. Everett R. Conway of Corpus Christi. Mrs. Pierce was the attending nurse at the birth of the bride and a twin sister.

The bride, who is a member of one of Pharr's prominent pioneer families, has lived all her life in Pharr and is a favorite with the younger social set. She is a graduate of Pharr-San Juan-Alamo high school and Draughon's Business College in San Antonio.

Mr. Wilson, a member of a well-known family in Paris, Texas, was educated in that city. He is assistant supervisor at Palmer's Drug Store in McAllen.

After March 1, the couple will be at home to friends in Pharr.

Mrs. Norton Boyd Hostess For Bridge

MISSION—Pastel spring flowers gave a seasonal charm to the background Wednesday afternoon when Mrs. Norton Boyd entertained members of her bridge club at the home of her mother, Mrs. Otto Woods.

Mrs. Pat Levens was the only out-of-club guest and held high score honors for the game series. Mrs. W. F. Oakes received the award for second high. Other players were Miss Mary Vaiden Wood, Mesdames David Wood, Jr., C. S. Albrecht, C. E. Langston, Frank Keller, M. C. Enfield, M. E. Baggett, W. E. Wood and Glen Buckner.

After the games, Mrs. Boyd served a salad course. She was assisted by her mother.

FROM TENNESSEE

ALAMO — Mrs. M. B. Olmstead and daughter Kay, of Gallatin, Tennessee are guests at the home of her mother, Mrs. A. H. Cox, and Mr. Cox, and her sister, Miss Rubye Maddox.

Group Will Ask Bundles As Admission

HARLINGEN — Suggestion that each person bring a bundle in lieu of a ticket of admission to the benefit planned by the Harlingen Branch of Bundles for Britain February 17 has been made by Mrs. Robert W. Pollock, president. The newly organized Harlingen branch will present Mrs. Alex Gerry of Weslaco at 3 p.m. at the Woman's Building in a review of Alice Duer Miller's much discussed "White Cliffs of Dover." Mrs. Gerry will be assisted by Mrs. W. F. Powell of Weslaco who will give a piano accompaniment.

"The only ticket of admission," said Mrs. Pollock, "is a bundle of anything that can be used by the stricken English people or a 25-cent cash donation. Our object is to provide warm clothing for civilians and needed surgical and hospital supplies. Knitted garments of standard patterns are more than welcome."

Members in charge of arrangements for the benefit are Mrs. Wm. L. Trammell, chairman, Mrs. R. W. Moss, and Mrs. Hill Cocke.

ADMITTED TO HOSPITAL

ALAMO — Mrs. J. G. Poole was taken to the McAllen Hospital Thursday morning. She is reported to be very ill.

Club Names New Officers In La Feria

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Other officers named are Mrs. Wemple Sanders, first vice president; Mrs. J. G. Cochrane, second vice president; Mrs. J. Leon Hargrove, secretary; Mrs. O. C. Trotman, treasurer.

Low bowls of sweet peas were used attractively about the living room with a tall vase of pink gladiolas lending decorative interest in the dining room.

The program, under the leadership of Mrs. E. F. Brower, was in observance of the annual Bible Day program. Mrs. J. Leon Hargrove introduced the program by giving a preparatory discussion arranged by Mrs. J. O. Brooks who was unable to attend because of illness.

Mrs. Hargrove also gave the introduction to the book, "The Man Nobody Knows" by Bruce Barton. Mrs. Brower, in a pleasing manner, gave a review of the book. Mrs. Brower paraphrased portions of the book, also giving her interpretation of other portions.

The hostesses served cherry pie with whipped cream and coffee.

Visitors were Mrs. Dan Harris of New York City, and Mrs. S. A. Steele of Mansfield, La.

Members attending were Mesdames H. T. Anderson, E. F. Brower, J. G. Cochrane, J. Leon Hargrove, Charles Harpin, Josh Sanders, Wemple Sanders, J. B. Smith, A. L. Todd, H. W. Voiers, and E. C. Wallace.

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Pretty Event Is Enjoyed

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An overnight bag, filled with gifts was presented to the honoree, as farewell tokens.

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Guests with the honoree were Mesdames L. J. Armstrong W. E. Armstrong, Herbert Hollida, Jerry Smalling, Kurt Nauman, Charles Stuart, John Landis, Bob Strong, Bob Gamble, Jerry Muggli, Chilton Hatchett, William Theeson, Joe Huddle, and George Price, Miss Eileen Armstrong, and Miss Mildred Peters.

Residents Of Seven States Paying Visit To Del Mar

DEL MAR — Seven states are represented in the gathering of visitors at Del Mar this week. Guests include Mr. and Mrs. F. H. Jackisch of Denver, Colorado; Rev. and Mrs A. Criswell of Chickasa, Oklahoma; Mr. and Mrs. Frank Werner of Oshkosh, Wisconsin; Mr. and Mrs. C. A. Blockwitz of Randolph, Wisconsin; Mr. and Mrs. J. J. Bedini, of Haddam, Connecticutt; Mr. and Mrs. Frank Clifton of New Orleans, La.; Mr. and Mrs. Howard Turnley of Lake Okaboji, Iowa; and Bess McCall, Portales, New Mexico.

Mrs. Eidman Goes

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Pair Given Luncheon By Mrs. Rentfro

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Guests were seated at small tables. Sweetpeas in the pastel shades were used about the rooms in pretty arrangement.

Guests besides the honor guests included Mesdames Nathan S. Searles, R. E. Wanless, C. N. Warren, Jr., C. P. Hilliard, Herbert L. Thomas, Calvin D. Yeggy, H. C. Kristofferson, W. M. Pryce, D. W. Pippinger, O. J. Studeman, John H. Kroeger, James A. Maxwell, Jr., C. A. Goyette, and C. K. Dunbar.

Attend Convention

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Travis P.-T.A. Meet Slated For Monday

HARLINGEN — Regular meeting of the Wm. B. Travis Parent-Teacher Association will be held Monday at 3:30 p. m. at the school. Hostesses will be Mrs. B. C. Jordon, chairman, and Mesdames M. E. Nesmith, Read Williams, C. F. Margrave, and B. F. Grews.

A meeting of the executive board will be held at 3 p. m.

We Welcome Inquiry from Those Who Really Suffer With Their Feet.

M. E. DEAKINS
Foot Culture & Appliances
217 E. Jackson Harlingen

Committees Named By Junior Club

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Mrs. Maurice Pipkin presided at the session. A committee appointed to draft a new constitution is composed of Mrs. Milton Overstreet, chairman, and Mrs. George Putegnat and Miss Betty Rockwell. The new yearbook committee includes Mrs. Ben L. Brite, chairman, Mrs. Charles Mathers, Miss Betty Rockwell, and Mrs. Nuckols.

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Student Transfers

HARLINGEN — Miss Jane Bowman, daughter of Mr. and Mrs. G. R. Bowman of Stuart Place, returned this week from New Orleans where she has been a student at Sophia Newcomb College the past semester. Miss Bowman was ill much of the time spent in New Orleans and returned home on the advice of the college physician who recommended a change in climate. Miss Bowman will continue her studies at Brownsville Junior College where she has enrolled for the remainder of the year.

VISITS IN ALAMO

ALAMO — Fred L. Ball, a corporal in the 124th cavalry that has been transferred from Fort Bliss to Fort Brown, was a guest at the Leonard Davis home on Thursday. He is a cousin of Mr. Davis.

Cut Flowers and Potted Plants make Ideal Valentines

SEND FLOWERS BY WIRE
F. T. D. Guaranteed Delivery Service

McINNIS FLOWER SHOP
1255 Elizabeth Phone 901
BROWNSVILLE

When Colds Choke You All Up, Cause Coughing

Are coughing spasms keeping you awake at night and making you feel miserable all day? Is your head so filled up that it feels ready to burst? If you have that kind of a cold—if anyone in your family has one—THEN HERE IS WELCOME NEWS!

Right at home you can easily prepare a simple, direct treatment that helps relieve such discomforts.

All you need do is boil some water. Pour it into a bowl while it's steaming. Add a good spoonful of Vicks VapoRub. Then breathe in the steaming medicinal vapors.

With every breath VapoRub's relief-giving medication is carried deep into the breathing passages of the nose, throat and chest. It soothes irritation, eases local congestion in the upper bronchial tubes, helps clear head and throat, quiets coughing.

When you enjoy the results of this medicated vapor treatment you will understand why Vicks VapoRub is used this way in so many homes.

Added relief . . . Rub Vicks VapoRub on throat, chest and back at bedtime —to get the benefit of its soothing medicated vapors and its comforting poultice action while you sleep.

SEARS
FREE COOKING
and
CANNING SCHOOL
Conducted By
Mr. and Mrs. F. C. Hathaway
★
Begins on Tuesday . . Plan Now to Attend!

TUESDAY — WEDNESDAY — THURSDAY — FRIDAY at 2 P. M.

SEARS, ROEBUCK AND CO.
913 W. Harrison Harlingen Phone 955

Charro Days Party Set By Members

BROWNSVILLE — Plans were made for a Charro Days party when members of the Brownsville Study Club met Thursday afternoon at the home of Mrs. Sam L. Lockwood.

The party will be held Wednesday evening at the home of Mrs. Joe Wheeler. Co-hostesses with Mrs. Wheeler will be Mrs. W. T. Hunt and Mrs. Leo Nolan. Husbands of members will be guests. The event will be a supper and costume party.

In charge of the program on Natural Resources was Mrs. Harry L. Faulk who presented Mrs. Herman B. Jeffery. Mrs. Jeffery gave a paper entitled Inventory of Raw Materials in Regard to the Defense Economy of the United States. She stated that the U. S. has an unrivalled supply of materials essential to national defense. She then took up the individual materials and listed the amount available to the U. S. of each. Mrs. Faulk defined natural resources.

Attending the session were Mesdames W. M. Coleman, J. H. Diltz, Faulk, L. C. Rife, R. E. Green, Sam Hughston, Jeffery, R. A. McKee B. B. McDonald, Nolan, L. L. Parnell, W. M. Stovall, J. A. Walker, Wheeler, Hunt, and L. A. Bauer, Jr.

The next meeting will be held February 20 with Mrs. Parnell.

Luncheon Party XFetes—24 ital ..

McALLEN — Four Valley visitors were honor guests at a luncheon given this week in McAllen with hostesses, Mrs. J. W. Ferguson, Mrs. John T. Lomax and Mrs. Ben Strong, the latter of Mission.

Complimented at the pleasantly informal affair held at the Casa de Palmas Hotel were Mrs. M. Johnson, here visiting her daughter, Mrs. Florence Johnson Scott of Rio Grande City; Mrs. John Conway, Mrs. Roy Ault and Mrs. T. Conway, all of Minneapolis, who are guests of Mr. and Mrs. Roy Conway at Mission.

The luncheon tables were laid in the DeMaxey Room. A centering reflector held arrangements of gerbera daisies and cornflowers in twin shell vases. At their bases were tiny colored glass bubbles sprayed with fern. Down the length of the table were miniature shells filled with the same flower and flanked at the bases with dainty bubbles.

Guests were the honored quartette, the hostesses, Mrs. Florence Johnson Scott, Mrs. E. S. Lammers, Mrs. T. B. Sammons, Mrs. Florence Hayes, Mrs. J. V. Carpenter, Mrs. W. T. Ferguson and Mrs. T. M. Meldon.

Murals Topic For Program

RAYMONDVILLE — Mrs. L. J. Smith's talk on art was the feature of the program for the Raymondville Women's Club Tuesday when a large attendance was present. Mrs. Smith, formerly head of the art department at Texas A. and I. College, talked on recent murals in the United States.

Mrs. Smith, who was presented by Mrs. W. C. Youngblood, told of changes in murals since fresco paintings of 30 years ago.

The speaker also told of the increasing popularity of murals not only for the public buildings but for the private home; and the feeling of security now experienced by painters because of government interest.

Valentine colors of red and white were combined to excellent advantage in the lavish use of red and white sweetpeas, red gladiolas, and candytuft in attractive containers.

The valentine theme was noted in the musical program presented by Misses Jean Glarner, Dorothy Harding and Mava Dodd, sophomores, who sang "I Love You Truly" accompanied by Mrs. Vera H. Beck. As an encore Miss Harding sang "The Lilac Tree."

"Courtesies of Parliamentary Law" was presented by Mrs. M. C. Yeargan. "Motions" was given by Mrs. Al Norman. "Duties of Officers and Members" was the topic given by Mrs. S. L. Gill.

A handsome imported lace cloth spread over a cloth of crimson and centered with white flowers, expertly arranged, graced the refreshment table over which Mrs. Norman presided.

Mrs. Smith was accompanied from Kingsville by Mrs. George M. Simons.

Garden Planting Is Demonstrated To Pharr Group

PHARR — "Transplanting for Beauty and Pruning" was the discussion led by Mrs. La Verne Dreibilbis, yard demonstrator of the Pharr Home Demonstration Club, at their meeting last week at the home of Mrs. G. E. Dodd.

An educational paper, "Growing Roses," was read by Mrs. R. A. Grimes.

Refreshments were served by the hostess to two guests, Mrs. Clay Everhard and Mrs. Harper, and members Mesdames D. W. Gordon, Fred Eastwood, Ethel Warnock, Charles T. Sipe, A. A. Slayton, A. G Meister, J. J. Maurer, T. W. Lucas, J. A. Jameton, J. W. Haggard, R. A. Grimes, C. E. Giles, Roy Dreibilbis, La Verne Dreibilbis and J. B. Crumb.

P.-S.J.-A. Choir To Sing At McAllen

McALLEN—The A Capella Choir of the Pharr-San Juan-Alamo high school will present the Sunday evening service at the First Methodist church at 8 p.m. Sunday.

The choir is directed by Ward Simmons. For public appearances the group wears royal blue poplin and white satin robes. The public is invited to attend.

Tea, Shower Honors Bride

Hostesses and honor guest for a large event of the past week-end are presented in the photo above made just before the shower and tea given to honor Mrs. Charles Clift, Jr., a recent bride and the former Miss Lillian Grace McInnis. Presented left to right in the picture are Miss Irene Peek, Miss Dora Lamon, Mrs. C. R. McInnis, mother of the honoree, Charles Clift, Jr., Mrs. Otto Ingendorf, and Mrs. N. A. Spilman. (Staff Photo.)

Bride, Student Popular

Miss Maxine Rainey is president of the Future Homemakers of Edinburg. She is a senior student and cheer leader for the Edinburg Pep Squad. She is the daughter of Mr. and Mrs. W. C. Rainey and popular with the high school set. (Kerr Studio.)

Mrs. Kenneth Pottsberg was before her marriage January 24 in Abilene, Texas, Miss Helen Klopek. She is the daughter of Mr. and Mrs. Theo Klopek of Donna and has been in business in Elsa the past year. The couple will reside in Mineral Wells. (Kerr Studio.)

Flower Legends Related By Mrs. G. W. Johnson In Talk In Raymondville

RAYMONDVILLE—Intense interest was accorded Mrs. G. W. Johnson of Brownsville by members of the Raymondville Garden Club on Thursday afternoon as she related Legends of Plants.

Place of meeting was the Woman's Club Building and the occasion was Guest Day. The large room was adorned with graceful sprays of Chinese hat, bouquets of roses and sweetpeas and baby rosebuds in white pottery placed advantageously.

In her charming and arresting voice the speaker said: "I believe that every plant has its origin in legend. Even we speak of fairies in the flowers and finding dimpled babies under rosebushes." And then beginning with the Greek legend of the Mulberry Tree, handed down to us from Babylonian days, the guest told her audience pretty stories of the North American Indians, tragic tales of Aztec and Toltec Indians that found their origin in human sacrificial rites and interesting Spanish stories. Mrs. Johnson concluded her study with the story of the Bluebonnet.

Accompanying the guest speaker were Mrs. E. L. Roy of Indianapolis who will remain in Brownsville through Charro Days, and Mrs. Estelle Garabedian, famous violinist of Oklahoma.

Guests were welcomed by the president, Mrs. J. B. Chambers, and the speaker was presented by Mrs. R. A. Thompson, program chairman.

At the tea which followed Mrs. T. H. Harbin poured and Mrs. M. M. McInnis served the dainties from a table holding a white pottery epergne molding a charming arrangement of blossoms and white tapers on an exquisite imported handmade lace cloth.

HOME RITES READ SUNDAY

(Continued From Page One)

will also form the centerpiece for the lace covered table, at one end is placed the large cake, made in wedding ring shape and embossed in white with tracery decoration of pink and white hearts and blossoms from spun sugar. Atop the cake is a miniature bridal pair encircled by love birds, all made of the spun sugar.

Completing the table decoration will be tall white tapers burning in silver holders.

Presiding at the silver service at the opposite end of the table will be Mrs. Conway, assisted by Miss Yvonne Hall.

Miss Hall will wear a one-piece frock of silk jersey, the blouse of navy having narrow shadow stripes in white, while the skirt is of solid color. A soft red kid belt gives a bright touch of color to the dress while her navy straw hat in pancake shape has matching veil and is trimmed with a red feather. Her corsage is to be of sweetpeas.

Out of Valley guests will be Mrs. O. L. Pierce and son, Lemas Pierce, of Joplin, Mo., and Mr. and Mrs. Everett R. Conway of Corpus Christi. Mrs. Pierce was the attending nurse at the birth of the bride and a twin sister.

The bride, who is a member of one of Pharr's prominent pioneer families, has lived all her life in Pharr and is a favorite with the younger social set. She is a graduate of Pharr-San Juan-Alamo high school and Draughon's Business College in San Antonio.

Mr. Wilson, a member of a well-known family in Paris, Texas, was educated in that city. He is assistant supervisor at Palmer's Drug Store in McAllen.

After March 1, the couple will be at home to friends in Pharr.

Group Will Ask Bundles As Admission

HARLINGEN — Suggestion that each person bring a bundle in lieu of a ticket of admission to the benefit planned by the Harlingen Branch of Bundles for Britain February 17 has been made by Mrs. Robert W. Pollock, president. The newly organized Harlingen branch will present Mrs. Alex Gerry of Weslaco at 3 p.m. at the Woman's Building in a review of Alice Duer Miller's much discussed "White Cliffs of Dover." Mrs. Gerry will be assisted by Mrs. W. F. Powell of Weslaco who will give a piano accompaniment.

"The only ticket of admission," said Mrs. Pollock, "is a bundle of anything that can be used by the stricken English people or a 25-cent cash donation. Our object is to provide warm clothing for civilians and needed surgical and hospital supplies. Knitted garments of standard patterns are more than welcome."

Members in charge of arrangements for the benefit are Mrs. Wm. L. Trammell, chairman, Mrs. R. W. Moss, and Mrs. Hill Cocke.

ADMITTED TO HOSPITAL

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Mrs. Norton Boyd Hostess For Bridge

MISSION—Pastel spring flowers gave a seasonal charm to the background Wednesday afternoon when Mrs. Norton Boyd entertained members of her bridge club at the home of her mother, Mrs. Otto Woods.

Mrs. Pat Levens was the only out-of-club guest and held high score honors for the game series. Mrs. W. F. Oakes received the award for second high. Other players were Miss Mary Vaiden Wood, Mesdames David Wood, Jr., C. S. Albrecht, C. E. Langston, Frank Keller, M. C. Enfield, M. E. Baggett, W. E. Wood and Glen Buckner.

After the games, Mrs. Boyd served a salad course. She was assisted by her mother.

FROM TENNESSEE

ALAMO — Mrs. M. B. Olmstead and daughter Kay, of Gallatin, Tennessee are guests at the home of her mother, Mrs. A. H. Cox, and Mr. Cox, and her sister, Miss Rubye Maddox.

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ALAMO — Fred L. Ball, a corporal in the 124th cavalry that has been transferred from Fort Bliss to Fort Brown, was a guest at the Leonard Davis home on Thursday. He is a cousin of Mr. Davis.

Travis P.-T.A. Meet Slated For Monday

HARLINGEN — Regular meeting of the Wm. B. Travis Parent-Teacher Association will be held Monday at 3:30 p. m. at the school. Hostesses will be Mrs. B. C. Jordon, chairman, and Mesdames M. E. Nesmith, Read Williams, C. F. Margrave, and B. F. Grews.

A meeting of the executive board will be held at 3 p. m.

Cut Flowers and Potted Plants make Ideal Valentines

SEND FLOWERS BY WIRE
F. T. D. Guaranteed Delivery Service

McINNIS FLOWER SHOP
1235 Elizabeth Phone 901
BROWNSVILLE

We Welcome Inquiry from Those Who Really Suffer With Their Feet.

M. E. DEAKINS
Foot Culture & Appliances
217 E. Jackson Harlingen

SEARS
FREE COOKING
and
CANNING SCHOOL
Conducted By
Mr. and Mrs. F. C. Hathaway
★
Begins on Tuesday . . Plan Now to Attend!

TUESDAY — WEDNESDAY — THURSDAY — FRIDAY at 2 P. M.

SEARS, ROEBUCK AND CO.
913 W. Harrison Harlingen Phone 955

When Colds Choke You All Up, Cause Coughing

Are coughing spasms keeping you awake at night and making you feel miserable all day? Is your head so filled up that it feels ready to burst? If you have that kind of a cold—if anyone in your family has one—THEN HERE IS WELCOME NEWS! **Right at home** you can easily prepare a simple, direct treatment that helps relieve such discomforts.

All you need do is boil some water. Pour it into a bowl while it's steaming. Add a good spoonful of Vicks VapoRub. Then breathe in the steaming medicinal vapors.

With every breath VapoRub's relief-giving medication is carried deep into the breathing passages of the nose, throat and chest. It soothes irritation, eases local congestion in the upper bronchial tubes, helps clear head and throat, quiets coughing.

When you enjoy the results of this medicated vapor treatment you will understand why Vicks VapoRub is used this way in so many homes.

Added relief . . . Rub Vicks VapoRub on throat, chest and back at bedtime —to get the benefit of its soothing medicated vapors and its comforting poultice action while you sleep.

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MADE-TO-ORDER
any size, any style, any color, —no extra cost.

If You Prefer, Install Our Blinds One Room At A Time—

One or two Air-Lite venetian blinds cost no more than 20.

Let Our Estimator Show You How Little It Costs To Install Air-Lite Blinds.

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The boy and girl receiving the greatest number of votes will be crowned king and queen at Vanity Fair ceremonies which are always interestingly elaborate and colorful.

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Double Protection *against biting winds and indoor heat*

DU BARRY
WINTER COMPLEXION DUO

* Today, when both steam heat and biting winds attack sensitive skins... put these two famed beauty aids by Richard Hudnut on guard! *DuBarry Foundation Lotion* helps keep complexions dewy-moist and soft. The protective film of *DuBarry Face Powder* adds glamour to your own fresh skin. We offer you *both* for the price of the face powder alone! $2

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Add Zest To Your New Spring Costume With Dazzling, Shiny

Patent

Besides the spicey beauty patent adds to any costume, you know you're style-right, for Patent is bigger than ever this season!

6.50

"Fling" is one of our most popular new all-over patents. High heel.

6.50

Pictured above — All-over black patent. Patent bow with brass nail-head trim. High heel.

Shoe Dep't.
Ladies' Supply
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The pledges who were honored and duly initiated were Misses Velda Meek, Aileen Carter, Frances West and Patricia Bonnycastle. Members attending were Misses Cathrine O'Neall, Shirley Kyte, Marjorie Hammer, Margaret Bonnycastle, Grace Delamater and Mary Evelyn Leslie and the sponsor, Miss Virginia Bonner.

The next regular meeting of the sorority will be held February 17 at the home of Shirly Kyte. Weather permitting the next social function for pledges will be a breakfast at the Utzman park Sunday morning.

Spring Blossoms From Party Setting

RAYMONDVILLE—Beautiful spring blossoms that made the home of Mrs. L. O. Robbins especially charming when she entertained with a delicious breakfast Thursday morning.

Guests were Mrs. W. L. Barkhurst of Zanesville, Ohio, guest of her daughter, Mrs. Fredrick Humphrey, and Mrs. Claribess Fambrough, guest in the home of Mrs. John Fambrough.

Members playing bridge were Mesdames L. C. Brenner, J. C. Brandt, John Fambrough, Earl Gilliland, Gorman Fix, Fredrick Humphrey, Roger Robinson and G. E. Bennack.

High score was made by Mrs. Gilliland.

P.-T.A. To Meet

PRIMERA — The Wilson Tract Parent-Teacher Association will have its regular meeting Monday evening at 7:30 o'clock. A Founders Day program will be presented and all patrons are urged to attend.

Dorothy Gray
BLUSTERY WEATHER LOTION
DOUBLE
THE USUAL $1 SIZE
limited time $1.00

Grand *anti-chapping* help, smooth powder base, comforting body rub—ALL IN ONE! A luscious creamy-pink Blustery Weather Lotion. Heavenly soothing on your skin! Grand for hands. Get several bottles at this double-size value. Stock up for the sleet-and-snowy weather *now!*

PALMER Drug Stores
McALLEN — MISSION
(ALL MAIL ORDERS ADD 10c EXTRA)

AS ADVERTISED IN LIFE

Darling! MAKE MY VALENTINE A Cedar HOPE CHEST

Make your selection tomorrow from the large stock of beautifully designed and handsomely finished LANE CEDAR HOPE CHESTS at our nearest store.

Free delivery to any home in the Valley —at any time you desire.

Budget Terms As Low As Only 75c weekly on a Genuine Lane Cedar Hope Chest at Our Stores

Edelstein's ... BETTER FURNITURE
BIG STORES
BROWNSVILLE
HARLINGEN
McALLEN
Broadway at Beaumont

All Prices Quoted Are Net. Small Carrying Charge on Budget Accounts.

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The ceremony took place at the pledge dinner at the Casa de Palmas Hotel. The table was appropriately decorated in blue and silver, the colors of the sorority. In the center was a huge mirror on which rested a blue bowl filled with white snapdragons. Encircling this were tiny figurines.

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The next regular meeting of the sorority will be held February 17 at the home of Shirly Kyte. Weather permitting the next social function for pledges will be a breakfast at the Utzman park Sunday morning.

Spring Blossoms From Party Setting

RAYMONDVILLE—Beautiful spring blossoms that made the home of Mrs. L. O. Robbins especially charming when she entertained with a delicious breakfast Thursday morning.

Guests were Mrs. W. L. Barkhurst of Zanesville, Ohio, guest of her daughter, Mrs. Fredrick Humphrey, and Mrs. Claribess Fambrough, guest in the home of Mrs. John Fambrough.

Members playing bridge were Mesdames L. C. Brenner, J. C. Brandt, John Fambrough, Earl Gilliland, Gorman Fix, Fredrick Humphrey, Roger Robinson and G. E. Bennack.

High score was made by Mrs. Gilliland.

P.-T.A. To Meet

PRIMERA — The Wilson Tract Parent-Teacher Association will have its regular meeting Monday evening at 7:30 o'clock. A Founders Day program will be presented and all patrons are urged to attend.

Dorothy Gray
BLUSTERY WEATHER LOTION
DOUBLE
THE USUAL $1 SIZE
limited time $1.00

Grand anti-chapping help, smooth powder base, comforting body rub—ALL IN ONE! A luscious creamy-pink Blustery Weather Lotion. Heavenly soothing on your skin! Grand for hands. Get several bottles at this double-size value. Stock up for the sleet-and-snowy weather now!

PALMER Drug Stores
McALLEN — MISSION
(ALL MAIL ORDERS ADD 10c EXTRA)

AS ADVERTISED IN LIFE

Darling! MAKE MY VALENTINE A Cedar HOPE CHEST

LANE

FREE! For a Limited Time Only, We Will Give One Regular $12.95 Value 60-Piece Sheet and Towel Ensemble With any Cedar Chest Purchased at $32.50 or More.

Make your selection tomorrow from the large stock of beautifully designed and handsomely finished LANE CEDAR HOPE CHESTS at our nearest store.

Free delivery to any home in the Valley —at any time you desire.

Budget Terms As Low As Only 75c weekly on a Genuine Lane Cedar Hope Chest at Our Stores

Edelstein's BETTER FURNITURE
3 BIG STORES
BROWNSVILLE
HARLINGEN
McALLEN
Broadway at Beaumont

All Prices Quoted Are Net. Small Carrying Charge on Budget Accounts.

Couple Wed 50 Years

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Edinburg Scouts Hosts For Annual Dinner Dance

EDINBURG—The Edinburg Sea Scout Ship "Driftwood" was host Friday evening to the second annual dinner-dance and bridge of honor at the Edinburg school cafeteria.

As each guest entered he was presented a favor ribbon, white with a blue inscription, "Second Annual Sea Scout Dinner-Dance and Bridge of Honor."

The tables were arranged in fan shape from the speakers' table. As a background for the speakers' table were the United States and Texas flags. The tables were simply decorated with the scout colors, navy blue and white and arrangements of yellow blossoms, with the central note of interest, a ship model on the speakers' table.

The master of ceremonies, Skipper Leo Baumfelder of the Port Isabel S.S.S. "Spitfire," and the Valley senior skipper, rang eight bells and directed the singing of "America." The invocation by the Rev. J. William Mason, pastor of the Edinburg First Baptist Church, followed.

Following the dinner, William Forbes, a member of the host ship, gave the address of welcome, with Eddie Andres of the Brownsville ship giving the response.

The honor guests, Valley councilmen and executives, and the skippers were introduced by the master of ceremonies. The skippers are Joel Honey of S.S.S. "Ranger" of Mission; Lyle Grace of S.S.S. Weslaco; Milton Connell of S.S.S. "Kenneth Utley" of Harlingen; Frank Libbe of S.S.S. "Bagdad" of Brownsville; Leo M. Baufmelder of S.S.S. "Driftwood" of Edinburg.

Preceding the address of the evening by County Judge J. C. Looney, was a specialty number presented by the Mission ship. The group sang a number of Sea Scout chantys.

The group then went to the high school gymnasium for the dance. Six big decorative life rings, each with the name of one of the Valley ships, were placed on the wall with streamers of the chosen colors, adding to the festivity of the scene.

At four bells formation of the ship was made and the Edinburg crew marched aboard and stood colors. The council flag was raised to the mast while the council president and other guests came aboard.

Respective awardees were presented advancements. Billy Pate Ferry of Port Isabel was presented the highest award given in scouting, the quartermasters' medal, which was presented by his mother, Mrs. Mary Miller of Port Isabel. The order of the ceremony was reversed with the visitors marching off while the colors were being lowered.

Dancing was enjoyed after the completion of the ceremony. Much hilarity was caused when a huge number of balloons floated from the rafters. About 125 were present.

A Cappella Concert Set For Sunday

MERCEDES—A musical event of Valley-wide interest will be the presentation of the A Cappella Choir of Texas A. & I. College, Kingsville, in Mercedes Sunday evening, February 9, at 3 o'clock in the junior high school auditorium. Concert by the famous South Texas musical organization is being sponsored by the City Federation of Women's Clubs.

Admission of 35 cents and 50 cents will be asked, the local club's share in the proceeds to be used for the benefit of a city library. Club women of Mercedes are cooperating in a plan to construct a one room public library.

Since its organization in 1932 by Paul M. Riley, present director, the A Cappella Choir has received widespread recognition.

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Attending were Mesdames A. G. Thornton, Scott Dougherty, Henry Whittenburg, A. B. Chambers, Mike Groom, Grace Utzman and a guest, Mrs. L. De Gage.

The club will meet February 19 at the home of Mrs A. G. Thornton.

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Mrs. Hayes is accomplished and has a most pleasing manner and women who enjoy a review capably given will thoroughly appreciate her ability.

Tickets may be obtained from Mrs. Rapp's Gift Shop, Mrs. J. B. Chambers or Mrs. Fredrick Humphrey.

Members of the Sunshine Club were entertained by Mrs. S. C. Blair, winter visitor, in the home of Mrs. S. E. Reed on Tuesday afternoon. The valentine theme was followed in decorations, refreshments and games.

Enjoying the hospitality were Mesdames H. L. Curry, H. L. Townsend, W. H. Clay, W. T. Kipfer, A. C. Burgeson, H. H. Swayze, Joe Turner, Sidney Sherman, and G. W. Reed.

Mrs. Blair and Mrs. Reed served seasonal dainty refreshments.

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The program presented high school students in debates.

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Attendance prize was given to Mrs. Nellie Kenedy's Room, grade 2A.

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Hostesses will be Mrs. Van R. Wiggins and Mrs. J. G. Brittain.

An executive board meeting will be held Wednesday at 9:30 a. m. at the home of the president, Mrs. Glen Miller.

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Personalities of different cities of the United States will be sketched in the program scheduled for the Thursday meeting of the Study Club which opens at 3 p. m. at the Woman's Building. Interested visitors, especially winter tourists, are invited for the program which starts at 3:30 o'clock. Mrs. E. P. McCall is program director.

Flag Etiquette Interests Club

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Mrs. Esther Hayes won the attendance prize. The club voted to have a Valentine party and exchange at their next meeting.

The patriotic theme was carried out when refreshments were served to Mesdames Betty Skell, Esther Hayes, Lydia Eby, Carrie Whistler, Lucille Marlow, Jessie Lound, Nell Snowden, Elizabeth Boardman, Grace Whistler, Bess Latham, Armandine Snowden and Margaret Crook.

CALIFORNIA GUESTS

ALAMO — Mr. and Mrs. C. S. Thompson of Pasadena, California, were guests this week of Mr. and Mrs. E. S. Clarke. They are on their way home from Florida.

Mission Bride

Marriage of Mrs. Horace F. Chambers, a member of the Mission schools faculty, has just been announced. Mrs. Chambers is the former Miss Hortense Rahlman, daughter of Mr. and Mrs. F. C. Rahlman of San Antonio.

June Rites Announced By Couple

MISSION — Mr. and Mrs. F. C. Rahlman of San Antonio have announced the marriage of their daughter, Hortense, to Horace F. Chambers of San Antonio. The marriage took place in San Antonio June 22, 1940. Mrs. Chambers is a member of the Mission public school faculty, teaching in the music department of the intermediate grades of Wilson and East Side Schools.

A graduate of Incarnate Word College last May, Mrs. Chambers has been identified with a number of musical organizations of her college and her home city. In Mission since September, she has become popular in musical circles and in other community affairs. She is a member of the Methoist Church choir and assistant organist of the church.

Mr. Chambers is a civil engineer in San Antonio.

Program Presented On Flower Legends For Harlingen Club

HARLINGEN — Flower legends made a fascinating program Thursday for the regular meeting of the Harlingen Garden Club held at the Woman's Building. Mrs. E. W. Anglin and Mrs. A. J. Pollard were in charge of the program which introduced many hitherto unknown legends regarding flowers, gleaned from many sources through extensive research.

In the business period, in charge of Mrs. L. R. DuBois, president, plans were completed for the chicken barbecue supper the club sponsored Friday evening at the Woman's Building for the winter tourists.

Report was made regarding the joint meeting held by a committee from the Garden club and from the local tourist club to discuss suggestions for beautification of grounds around the Woman's Building and the tourist club room now under construction.

Mrs. O. E. Stuart made a gift of begonias and pepper plants which will be set out around the Woman's Building.

Visits In Bryan

BROWNSVILLE—Mrs. Drew Patteson is spending a few days in Houston as the guest of her son, Charles Downie, and Mrs. Downie. She will meet Mr. Patteson in Houston for the return trip home in a few days.

Book Review Is Highlight Of Program

WESLACO — A very interesting club courtesy was given at the home of Mrs. Harold Lehman Tuesday when the Woman's Study club met.

Mrs. Alex Gerry gave an entertaining book review, "The White Cliffs." Story of the author's life, Alice Duer Miller, formed a delightful introduction by Mrs. R. A. Rowland, and had a musical accompaniment played by Mrs. W. F. Powell.

Spring flowers in artistic arrangement added beauty to linen-laid tea table presided over by Mrs. Phil Dixon and Mrs. Virgil Thompson.

Guests were Mrs. Wm. Trammell, Mrs. Dan Murphy and Mrs. Robert Rowland of Harlingen; Mrs. Kate Francis, Mrs. A. Z. Wheat and Mrs. Bredo Christensen.

The hostess served a dessert course late in the afternoon.

Mrs. Norris Richey was hostess to the Fine Arts club with Mrs. W. A. Dorman presiding, and who also gave a report of Federation of Clubs held Tuesday morning.

Mrs. Fred Kay was elected vice president and two members were added to membership, Mrs. Edward McCollum and Mrs. A. B. Fharbak.

South America was the study topic with Mrs. J. F. Wood giving the geographical description and Mrs. Isaac Corns of relationships with other countries.

Orange blossoms effectively decorated the living rooms and the hostess served a dessert course.

The next meeting will be held with Mrs. K. P. Caskey February 18.

Mrs. Mary Youngblood was a guest of the club.

Board Meet Set Feb. 18 In Harlingen

HARLINGEN—Semi-annual meeting of the executive board of the Valley Federation of Women's Clubs will be held Tuesday, February 18, at the Reese-Wil-Mond Hotel in connection with a luncheon to be served at one o'clock. Principal feature of the business meeting, which will be in charge of Mrs. O. E. Stuart, Harlingen, president, will be planning for the spring convention of the Valley Federation of Women's Clubs to be held in Weslaco in April.

The event will mark the final meeting of the present executive board as the new crops of officers, headed by Mrs. R. A. Dennison, Weslaco, as president, will be installed at the federation meeting in April.

Members of the board are Mesdames Stuart; Eugene N. Catlett, McAllen; Henry D. Lauderdale, Mercedes; E. Q. Farris, Mercedes; Ruth Craig, La Feria; Volney W. Taylor, Brownsville; E. C. Phillips, Pharr; Clair Packer, Harlingen; J. G. Perkins, Brownsville; Lamar Gill, Raymondville; R. A. Dennison, Weslaco; J. J. Murray, Harlingen.

Mesdames Percy V. Herman, McAllen; Marshall M. Walden, Mission; E. S. Lammers, Alamo; John O. Prentiss, San Benito, Floyd Langford, Mercedes Carl H. Schwedes, Weslaco; Orville I. Cox, McAllen; W. F. Gilbert, San Benito; Florence J. Scott, Rio Grande City; and Charles E. Thompson, Edinburg.

McAllen Study Club Slates Open Meet

McALLEN — One of the week's interesting social events is the McAllen Study Club's annual open meeting Wednesday.

The event will be held at Legion Hall, beginning at 3 p.m. Tickets may be obtained from members of the club.

FROM NEW YORK CITY

LA FERIA — Mrs. Dan Morris of New York City and small children, Pauline and Robert, are guests of Dr. and Mrs. C. D. McCoy and Miss Margaret Oliver.

Stripes Wavy For Spring

Stripes are wavy in new spring prints—much easier on the eyes. Here designer Louise Barnes Gallagher uses stripes in brown and white for an all-day dress of great simplicity. The skirt is pleated all around below the hip-length bodice. The rolled back triangular "picture frame" hat of white felt is a Jeanne Tete design.

Beta Sigma Phi Plans Series Of Festivities

McALLEN — Two Beta Sigma Phi social events top the Upper Valley's society calendar during the coming week.

Wednesday night the local chapter will be hostesses for an invitational dance at the Schwingel studio with the Mercedes chapter as honored guests.

Arrangements for the dance are being made by Mrs. DeWitt Haden, Jr., Miss Verlyn Bonner and Miss Rubye Maddux.

On February 20 the sorority will stage a benefit bridge at the faculty club to raise funds to continue the charity work being done among the city's underprivileged children.

Arrangements for the bridge are in charge of Mrs. Haden, Miss Dorothy Allsen and Miss Mary Elsie Beasley.

Plans for both events were completed this week when the sorority met at Mrs. Jack Doherty's home.

The meeting was featured with a program on "Art," presented by Miss Dorothy Allsen.

Present were Miss Mary Elsie Beasley, Miss Dorothy Allsen, Miss Verlyn Bonner, Miss Ida Ruth King, Mrs. Herbert Johnson, Mrs. Ted Lemburg, Mrs. U. Edward Baker, Mrs. Haden, Mrs. Beckenholdt and the hostess.

The local chapter will celebrate the fourth year of its institution February 28.

WINTER GUEST

ALAMO — Mrs. G. R. Drennan of Edinburg, Illinois, is a winter guest at the home of her son Carl and Mrs. Brennan and daughter Rosemary.

ATTEND MEETING

RIO HONDO—The Rio Hondo Baptist Church was well represented at the Fifth District meeting of the Missionary Union and B. T. U. in San Benito Tuesday and Wednesday.

Hobby Group Entertained At Luncheon

HARLINGEN — An attractive valentine luncheon was enjoyed by members of the Hobby Group who were guests Wednesday of Mrs. Charles Blakney at her home. The guests were seated at quartet tables laid with dainty valentine covers and favors were hearts filled with miniature candy hearts.

A contest which required guests to make sentences from the words printed on the candy hearts afforded much merriment.

After the delicious course luncheon, the history of the Hobby Group was given by Mrs. H. M. Dunaway.

A stunt game was played and the award, a purple bougainvillea, went to Mrs. J. B. Bradford.

Mrs. Nina Mohr was elected to serve as hostess chairman for the next year.

Present were Mesdames N. B. Lackland, Tom Bowman, H. M. Dunaway, Jack Sumners, A. L. Hamilton, Nina Mohr, J. B. Bradford and the hostess, members, and two guests, Mrs. Percy Kincy of Harlingen, and Mrs. H. A. Wethstone of Pennsylvania.

The next meeting will be held at the home of Mrs. A. L. Hamilton on K. C. Drive February 26.

Annual Costume Ball Slated By Triple L Club

BROWNSVILLE — Members of the Triple L club are sending out invitations for their annual Charro Days costume ball. About 300 invitations are being issued for the event, to be held Tuesday, February 18 at El Jardin hotel. Dancing will be in the patio, weather permitting.

Music will be furnished by Eddie Fitzpatrick and his orchestra.

Officers in the club are Miss Carmela Alonso, president; Miss Leah Longoria, vice-president; Miss Celia Perez, secretary; and Miss Sarita Martinez, treasurer.

Enters University

BROWNSVILLE — Miss Elaine Dorfman has departed for Austin where she entered the University of Texas at the second semester. She is residing at the Scottish Rite dormitory.

GUESTS FROM CHICAGO

ALAMO — Mrs. R. H. Riddel and C. T. Knapp of Chicago are guests at the Dales Knapp home. Mrs. Riddel expects to spend the next three months here.

BIG, BIG BARGAIN

Tussy Wind and Weather Lotion

REG. $1 SIZE

50¢

Limited Time Only

Famous help against chapping! A fine powder base, body rub. Soothes rough chapped hands, heels, ankles, elbows. Save 50¢ every bottle! Buy 6-bottle Family Package and save three dollars!

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WALGREEN AGENCY

101 E. JACKSON HARLINGEN

MAIL ORDERS WELCOME

Central Drug, Harlingen

Please send me.....Bottles $1.00 Tussy Wind and Weather Lotion at 50c.

Charge..... Cash..... Money Order..... C.O.D.....

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Along the Milky Way ..... by HYGEIA

"No wonder her teas are so well attended! She serves nothing but Hygeia delicious Grade 'A'!"

BE MY Valentine

R.S.V.P.

PERFUME

Regular dram flacon of, R.S.V.P., our famous Richard Hudnut Perfume, perched on a red satin sachet heart. With mailing carton—Special 1.25

PALMER Drug Stores

McAllen—Mission

Mail Orders Post Paid

See... How you can now freeze foods at home . . . and cut your food budget.

How to make meat more tender . . . and have better meat for less money.

How to keep sliced roast, cheese, etc., fresh and moist without covering.

How to keep celery, lettuce and other vegetables field-fresh.

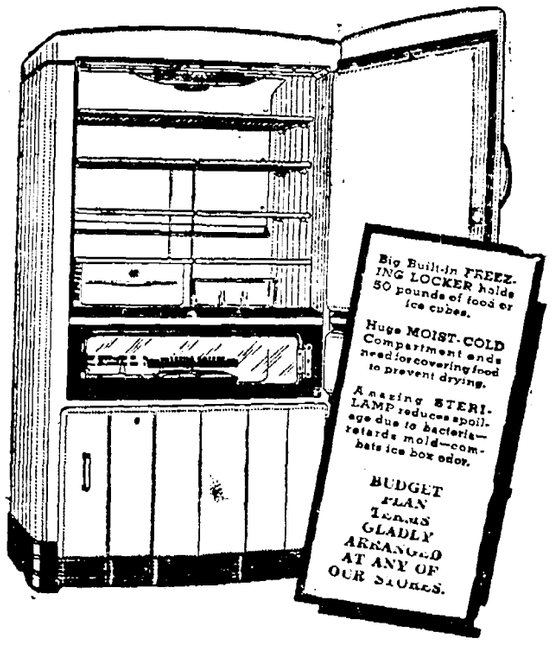
How to guard health by keeping foods in purified air!

Food Magic Like This

IS MADE POSSIBLE BY THE NEW 1941

DUAL-TEMP

BY STEWART-WARNER



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Program Presented On Flower Legends For Harlingen Club

HARLINGEN — Flower legends made a fascinating program Thursday for the regular meeting of the Harlingen Garden Club held at the Woman's Building. Mrs. E. W. Anglin and Mrs. A. J. Pollard were in charge of the program which introduced many hitherto unknown legends regarding flowers, gleaned from many sources through extensive research.

In the business period, in charge of Mrs. L. R. DuBois, president, plans were completed for the chicken barbecue supper the club sponsored Friday evening at the Woman's Building for the winter tourists.

Report was made regarding the joint meeting held by a committee from the Garden club and from the local tourist club to discuss suggestions for beautification of grounds around the Woman's Building and the tourist club room now under construction.

Mrs. O. E. Stuart made a gift of begonias and pepper plants which will be set out around the Woman's Building.

Visits In Bryan

BROWNSVILLE—Mrs. Drew Patteson is spending a few days in Houston as the guest of her son, Charles Downie, and Mrs. Downie. She will meet Mr. Patteson in Houston for the return trip home in a few days.

Book Review Is Highlight Of Program

WESLACO — A very interesting club courtesy was given at the home of Mrs. Harold Lehman Tuesday when the Woman's Study club met.

Mrs. Alex Gerry gave an entertaining book review, "The White Cliffs." Story of the author's life, Alice Duer Miller, formed a delightful introduction by Mrs. R. A. Rowland, and had a musical accompaniment played by Mrs. W. F. Powell.

Spring flowers in artistic arrangement added beauty to linen-laid tea table presided over by Mrs. Phil Dixon and Mrs. Virgil Thompson.

Guests were Mrs. Wm. Trammell, Mrs. Dan Murphy and Mrs. Robert Rowland of Harlingen; Mrs. Kate Francis, Mrs. A. Z. Wheat and Mrs. Bredo Christensen.

The hostess served a dessert course late in the afternoon.

Mrs. Norris Richey was hostess to the Fine Arts club with Mrs. W. A. Dorman presiding, and who also gave a report of Federation of Clubs held Tuesday morning.

Mrs. Fred Kay was elected vice president and two members were added to membership, Mrs. Edward McCollum and Mrs. A. B. Fharbak.

South America was the study topic with Mrs. J. F. Wood giving the geographical description and Mrs. Isaac Corns of relationships with other countries.

Orange blossoms effectively decorated the living rooms and the hostess served a dessert course.

The next meeting will be held with Mrs. K. P. Caskey February 18.

Mrs. Mary Youngblood was a guest of the club.

Board Meet Set Feb. 18 In Harlingen

HARLINGEN—Semi-annual meeting of the executive board of the Valley Federation of Women's Clubs will be held Tuesday, February 18, at the Reese-Wil-Mond Hotel in connection with a luncheon to be served at one o'clock. Principal feature of the business meeting, which will be in charge of Mrs. O. E. Stuart, Harlingen, president, will be planning for the spring convention of the Valley Federation of Women's Clubs to be held in Weslaco in April.

The event will mark the final meeting of the present executive board as the new crops of officers, headed by Mrs. R. A. Dennison, Weslaco, as president, will be installed at the federation meeting in April.

Members of the board are Mesdames Stuart; Eugene N. Catlett, McAllen; Henry D. Lauderdale, Mercedes; E. Q. Farris, Mercedes; Ruth Craig, La Feria; Volney W. Taylor, Brownsville; E. C. Phillips, Pharr; Clair Packer, Harlingen; J. G. Perkins, Brownsville; Lamar Gill, Raymondville; R. A. Dennison, Weslaco; J. J. Murray, Harlingen.

Mesdames Percy V. Herman, McAllen; Marshall M. Walden, Mission; E. S. Lammers, Alamo; John O. Prentiss, San Benito, Floyd Langford, Mercedes Carl H. Schwedes, Weslaco; Orville I. Cox, McAllen; W. F. Gilbert, San Benito; Florence J. Scott, Rio Grande City; and Charles E. Thompson, Edinburg.

McAllen Study Club Slates Open Meet

McALLEN — One of the week's interesting social events is the McAllen Study Club's annual open meeting Wednesday.

The event will be held at Legion Hall, beginning at 3 p.m. Tickets may be obtained from members of the club.

FROM NEW YORK CITY

LA FERIA — Mrs. Dan Morris of New York City and small children, Pauline and Robert, are guests of Dr. and Mrs. C. D. McCoy and Miss Margaret Oliver.

Stripes Wavy For Spring

Stripes are wavy in new spring prints—much easier on the eyes. Here designer Louise Barnes Gallagher uses stripes in brown and white for an all-day dress of great simplicity. The skirt is pleated all around below the hip-length bodice. The rolled back triangular "picture frame" hat of white felt is a Jeanne Tete design.

Beta Sigma Phi Plans Series Of Festivities

McALLEN — Two Beta Sigma Phi social events top the Upper Valley's society calendar during the coming week.

Wednesday night the local chapter will be hostesses for an invitational dance at the Schwingel studio with the Mercedes chapter as honored guests.

Arrangements for the dance are being made by Mrs. DeWitt Haden, Jr., Miss Verlyn Bonner and Miss Rubye Maddux.

On February 20 the sorority will stage a benefit bridge at the faculty club to raise funds to continue the charity work being done among the city's underprivileged children.

Arrangements for the bridge are in charge of Mrs. Haden, Miss Dorothy Allsen and Miss Mary Elsie Beasley.

Plans for both events were completed this week when the sorority met at Mrs. Jack Doherty's home.

The meeting was featured with a program on "Art," presented by Miss Dorothy Allsen.

Present were Miss Mary Elsie Beasley, Miss Dorothy Allsen, Miss Verlyn Bonner, Miss Ida Ruth King, Mrs. Herbert Johnson, Mrs. Ted Lemburg, Mrs. U. Edward Baker, Mrs. Haden, Mrs. Beckenholdt and the hostess.

The local chapter will celebrate the fourth year of its institution February 28.

WINTER GUEST

ALAMO — Mrs. G. R. Drennan of Edinburg, Illinois, is a winter guest at the home of her son Carl and Mrs. Brennan and daughter Rosemary.

ATTEND MEETING

RIO HONDO—The Rio Hondo Baptist Church was well represented at the Fifth District meeting of the Missionary Union and B. T. U. in San Benito Tuesday and Wednesday.

Hobby Group Entertained At Luncheon

HARLINGEN — An attractive valentine luncheon was enjoyed by members of the Hobby Group who were guests Wednesday of Mrs. Charles Blakney at her home. The guests were seated at quartet tables laid with dainty valentine covers and favors were hearts filled with miniature candy hearts.

A contest which required guests to make sentences from the words printed on the candy hearts afforded much merriment.

After the delicious course luncheon, the history of the Hobby Group was given by Mrs. H. M. Dunaway.

A stunt game was played and the award, a purple bougainvillea, went to Mrs. J. B. Bradford.

Mrs. Nina Mohr was elected to serve as hostess chairman for the next year.

Present were Mesdames N. B. Lackland, Tom Bowman, H. M. Dunaway, Jack Sumners, A. L. Hamilton, Nina Mohr, J. B. Bradford and the hostess, members, and two guests, Mrs. Percy Kincy of Harlingen, and Mrs. H. A. Wethstone of Pennsylvania.

The next meeting will be held at the home of Mrs. A. L. Hamilton on K. C. Drive February 26.

Annual Costume Ball Slated By Triple L Club

BROWNSVILLE — Members of the Triple L club are sending out invitations for their annual Charro Days costume ball. About 300 invitations are being issued for the event, to be held Tuesday, February 18 at El Jardin hotel. Dancing will be in the patio, weather permitting.

Music will be furnished by Eddie Fitzpatrick and his orchestra.

Officers in the club are Miss Carmela Alonso, president; Miss Leah Longoria, vice-president; Miss Celia Perez, secretary; and Miss Sarita Martinez, treasurer.

Enters University

BROWNSVILLE — Miss Elaine Dorfman has departed for Austin where she entered the University of Texas at the second semester. She is residing at the Scottish Rite dormitory.

GUESTS FROM CHICAGO

ALAMO — Mrs. R. H. Riddel and C. T. Knapp of Chicago are guests at the Dales Knapp home. Mrs. Riddel expects to spend the next three months here.

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Tussy Wind and Weather Lotion

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Limited Time Only

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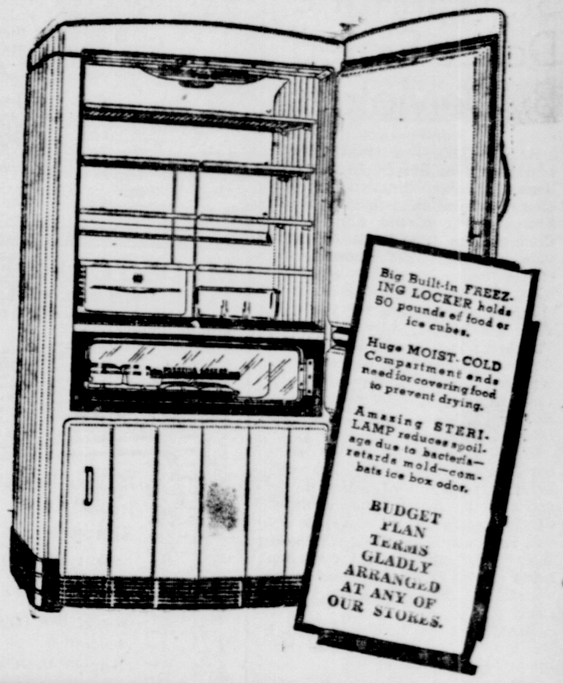

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BROWNSVILLE

HARLINGEN

McALLEN

Broadway at Beaumont

3 BIG STORES

This 'N That

By MINNIE GILBERT

THOUSANDS of Garden Club members throughout Texas are learning about the Bougainvillea Trail through an interesting, well-written booklet of three pages just mailed to presidents of every Texas garden club.

Mrs. H. B. Scott and Mrs. D. A. Puryear of Donna collaborated in writing the announcements mailed by the Valley Garden Council.

A few of the paragraphs are printed below:

"This trail boasts of being the first started by Women's Garden Clubs, every other trail having been started and financed by chambers of commerce, service clubs, and business men.

"The Bougainvillea Trail is still in its infancy, and with its formal opening in March, the trail visitor will see only the beginning of a great project.

"We never hope to line our highways outside of the towns with bougainvilleas because of droughts, but we hope to keep the trail connected from town to town by lining the highways with colorful roadside plants that are drought resisting.

"The trail had its origin in 1936 when the Harlingen Garden Club, inspired by Mrs. N. B. Lackland, announced the members were sponsoring a Bougainvillea Trail within their own city and asked co-operation of other Valley towns.

"The trail idea was contagious and by September, 1937, when Mrs R. A. Hightower became president of the Valley Council of Garden Clubs, most of the towns voted that the Bougainvillea Trail should become a Valley-wide project, to reach from the upper Valley to the Gulf of Mexico.

"This was the beginning of the 125-mile flower trail, the longest in the world, extending from Edinburg and Mission on the west, running the length of the Valley and terminating at Brownsville on the southeast and at Port Isabel on the east."

ANOTHER flower trail for South Texas will be started soon, judging from prompt response given a suggestion made recently by C. L. Tanner, editor of the Alice News, for the planting of cenizo in that section.

Plans already have been made for the planting of cenizo for a distance of a mile from town on each of the four major highways from Alice as well as throughout the town itself.

Leaders in the movement hope to have mile after mile of the colorful shrub and the Alice Garden Club has officially adopted "The Trail of the Purple Sage."

Of course, cenizo is not really sage at all, but Trail of the Purple Sage has an euphonious sound, probably because it paraphrases the title of a widely read western novel of a year ago.

Rain one year late.

Exactly one year after Miss Lillie Stoat, Mississippi rainmaker, carried out her vigil beside a canal in Fairpark in an unsuccessful attempt to end a near record Valley drought, nine inches of rain fell in as many hours. Miss Stoat began her much criticized attempt to make it rain January 24, 1941.

THE movement as an organized trend hasn't hit the Valley yet, but Men's Garden Clubs are spreading like wildfire over much of the country.

Right now this new organization of garden-minded men are doing the spade work for a nationwide program of "defense gardens."

Hoyt Paxton, president of the Men's Garden Clubs of America, has set a goal of 5,000,000 home defense gardens growing vegetables to be eaten by the owners families.

Growing flowers and vegetables in alternating rows isn't the discovery of any mere man, many women having adopted just such a practice long ago for assuring a continuous supply of cut flowers and fresh vegetables.

Observation of gardening activities on the part of both men and women has strengthened the conviction that husband and wife ought not to pool efforts in gardening, but should have separate "spheres of influence" represented by distinctly outlined plots.

Picking flowers naturally becomes a feminine task, and, of course, spading should always be the prerogative of the man of the house, be he garden-minded or not.

Mrs. Harry Solether Entertains Club

WESLACO — A very delightful club party was given Thursday when Mrs. Harry Solether entertained at her home on Illinois Street. The living room was decorated with effective arrangements of roses.

Enjoying the hospitable affair were Mesdames W. H. Baxter, Jr., Charles Sherrill, W. F. Powell, E. C. Christensen, Everette Knapp Willoughby Gundry and Newell Waters.

Late in the afternoon the hostess served strawberry short cake and coffee to her guests.

Plant Sale Slated For Mission Group

MISSION—A plant sale will be conducted by members of the Mission Garden Club Saturday morning in the Strahle building in the 1000 block on Conway boulevard. It was announced this week. Bougainvillea plants will be featured at the sale, priced at 35 cents.

Spring annuals will be sold by the dozen with an attracive variety to be offered. The sale will open at 9 o'clock Saturday morning.

Mrs. Hugh Echols, chairman of the sale, will be assisted by Mrs. C. O. Papke and Mrs. Joe N. Summers, president of the club.

Ten Hosts For Party As Farewell

Many Honored In Brownsville

BROWNSVILLE — Hosts for an enjoyable party of Friday evening were a group who are being transferred elsewhere by Pan American Airways in the near future, Mr. and Mrs. George Fly, Mr. and Mrs. T. N. White, Mr. and Mrs. J. E. Abraham, Mr. and Mrs. Jack E. Myers, Glen D. Rohrbaugh, and R. O. Bushman entertained at cocktails between 5 and 7 o'clock Friday evening at the Brownsville Country Club.

Gladioli in the various shades were used in profusion about the club rooms.

Invited to the event were Messrs. and Mesdames H. C. Kristofferson, D. W. Pippinger, John H. Kroger, William M. Pryce, James Fleming, H. B. Fleming, F. I. Jacobs, N. O. Carmichael, Sam T. Peters, Nathan S. Searles, C. K. Dunbar, C. P. Hilliard.

Messrs. and Mesdames Hugh M. Johnston, Ralph W. Stone, R. H. Bisbee, F. S. Libbe, W. W. Lynch, Elkin Hale, C. A. Goyette, Royal D. Sundell, Joe Britton, James A. Maxwell, Jr., R. E. Wanless, C. N. Warren, Jr., Charles Bassett, K. G. Stansbury, Allen D. Reedy, H. A. Stoecker, D. E. Kinkel, Larry Lightner, Thomas H. Sweeney, Jr., Herbert L. Thomas, Calvin D. Yaggy, Ted C. Pelikan, Jack Wiech.

Mrs. Margaret Carey Jones, Dr. and Mrs. Ralph H. Eisaman, Dr. and Mrs. James L. Rentfro, George Kraigher, Ray Young, J. N. King, W. C. Carlton, S. A. Miller, J. A. Stenglein, R. J. Geier, W. L. Thornquest, R. F. Boland, J. A. Williamson, E. Swenson, L. F. Parson, C. V. Ballard, Jr., J. W. Knight, B. F. Mead, and Fred McLaughlin.

Mrs. Malone Is President Weslaco Club

WESLACO—Mrs. J. S. McManus entertained with a club courtesy at her country home Tuesday having members of the Literary Review club as her guests.

A very cheerful color note of yellow predominated in the flowers adorning the spacious living room. Mrs. R. A. Dennison presided.

Mrs. Willoughby Gundry, in charge of the interesting program, told of the "Troubles With the Movies" with Mrs. Mike Hughes telling of the life of the author in an introductory story.

Mrs. Hugh Williams, a new member, was present with 17 members.

During the business session officers were elected for the new year as follows: Mrs. Clayton Malone, president; Mrs. M. R. Hufty, vice president; Mrs. W. L. Hilton, secretary; Mrs. Mike Hughes, treasurer; Mrs. C. Davenport, corresponding secretary; Mrs. George Harren, educational director; Mrs. Jack Hager, historian; Mrs. Gus Kaufman, critic; Mrs. Burt McKeehan, publicity, and Mrs. H. Williams, librarian.

The dining room, resplendent in a pink and white, had arrangements of gladiolas centering the table with pink tapers lighting the silver service. Mrs. J. Bryan Ivy presided at the lace-laid board.

The next meeting will be held with Mrs. C. Davenport hostess February 18.

Mrs. Ellis Perry Hostess At Party For Daughter

BROWNSVILLE—Mrs. Ellis Perry entertained with a children's party Friday afternoon, complimenting her little daughter, Mary Virginia, on the latter's fifth birthday.

Balloons were featured in the decorations, and games were played. Breaking of a pinata in the shape of a cat was one of the highlights of the afternoon. Favors were pins for the girls and knives for the boys.

Included in the list were Barbara and Joan Philen, Nancy McNair, Marilyn Barron, Laurent, Renee and Jean Webb, Pat Pace, Richard Bussey, Grace Elizabeth Mathers, Phil Overstreet, Marilyn Biggs, David and Sylvia Martin, Dickie and Tommy Strama, and Pat Palmer and Joan Buchan from Rangerville.

Mrs. F. D. Putegnat Handles Program On Natchez Homes

BROWNSVILLE — Mrs. Fanny D. Putegnat was in charge of the program when members of the Magruder-Ford chapter of the United Daughters of the Confederacy met at her home Thursday morning.

Mrs. Putegnat talked on Natchez and the pilgrimage to colonial homes there conducted there annually. She gave detailed descriptions of some of the more famous homes and buildings there.

Members answered roll call with items on Lee, Jackson and Albert Sidney Johnson.

Attending besides the hostess were Mesdames G. W. Johnson, C. W. Colgin, E. E. Dickason, and Joe K. Wells.

Back From Trip

PHARR — Mr. and Mrs. Morris Jones returned Thursday from their wedding trip to Mexico City and other points in Mexico. Mrs. Jones is the former Margaret Hogan, daughter of Mr. and Mrs. D. C. Hogan of Pharr.

VISITING DAUGHTER

LA FERIA — Mrs. S. A. Steele of Mansfield, La., is a guest of her daughter, Mrs. Wemple Sanders, and Mr. Sanders

To Sing With Choir

Popular among Valley students who take a leading part in campus activity at Texas A. & I. College is Miss Betty Lee Kidder, daughter of Mr. and Mrs. Lee Kidder of Mercedes. A member of the Alpha Sigma sorority, Miss Kidder also sings in the A Cappella choir and will sing with the group Sunday afternoon when they are presented in a concert in the junior high school auditorium in Mercedes.

Calendar

BROWNSVILLE

MONDAY

Business and Professional Women's club at the Chamber of Commerce at 7:30 p.m.

Methodist women's society in circles at 3 p.m.: Lucy Rae, Mrs. R. A. McKee; Young Matrons, Mrs. Johnny Walker; one, two and three, at the church.

Semper Fidelis club with Mrs. Hugh Lamb at 3 p.m.

TUESDAY

Brownsville Garden club at 10 a.m. with Mrs. George F. Walker.

Tuesday Bridge club with Mrs. Frank Mathers.

WEDNESDAY

Penny Supper at the Central Christian church.

Wednesday Study club merienda between 3 and 5 p.m. at the Brownsville Country Club.

Wiener roast for husbands by members of the Fidelity Fifteen club at Del Mar.

Charro supper and costume party by the Brownsville Study club at the home of Mrs. Joe Wheeler.

THURSDAY

Victoria Heights Civic club with Mrs. Kent Crowe at 9:30 a.m. Chicken spaghetti supper by the Sacred Heart altar society between 5 and 8 p.m. in the parish hall.

El Jardin Heights Social club with Mrs. Louis Rank.

Evening Bridge with Mr. and Mrs. Guy Bevil.

FRIDAY

Literature and Arts Review club at 9:30 a.m. with Mrs. R. A. Porter.

SATURDAY

Fort Brown chapter of the Daughters of the Texas Republic at 12:30 p.m. at Landrum's.

Family Reunion Held In Edcouch

EDCOUCH — Mr. and Mrs. Elmer Rosebrough of Indianapolis, Ind., arrived Monday for an extended visit with Mrs. Rosenbrough's brother, J. F. Waldron and wife. Other guests in the Waldron home are Mr. and Mrs. J. R. Waldron of Monroe City, Mo. It is the first time in 33 years that the sister has been with both her brothers. Wednesday morning, the visitors and their hosts left for a vacation trip of a week to Mexico City and the west coast of Mexico.

Weslaco Club To Entertain Council Next

WESLACO — The Weslaco Garden Club enjoyed a very delightful program at the home of Mrs. J. C. Friday Thursday morning. The living rooms were attractive with spring flowers accenting the popular red, white and blue to note the patriotic theme.

Mrs. T. T. Sanders, Jr., of Donna was the guest speaker, introduced by Mrs. Thomas F. Rives. Mrs. Sanders gave a very interesting talk on "Harmony in the Garden. Color in Landscaping."

Mrs. David Anderson gave pointers on color in a talk "Relation and Effect in House Painting."

The business fo rthe day was in charge of Mrs. Jimmie Davis local president, when plans were discussed to entertain the Garden Club Council Friday, February 14.

The council will open at 11 a.m. at the Methodist Church with Mrs. O. E. Stuart, Harlingen, president, in charge. Followed will be a luncheon in the social room of the church.

A report was given of a gift presented to the club by Mrs. John Crawford as well as bougainvillea cuttings, and a gift of a royal poinciana the gift of Mrs. W. F. Price.

Art League Meet Scheduled Monday

HARLINGEN — Regular meeting of the Rio Grande Valley Art League will be held Monday, February 10, at the home of Mrs. S. M Harvey. Co-hostesses with Mrs. Harvey will be Mesdames O. P. Storm, J. R. Moore, and J. W. Fonville.

Artists who will have exhibits are Mesdames R. B. Hamilton, W. M. Hundley, Bob Knight, and George Lochrie.

Mrs. Hamilton will be program director and Mrs. Clair Packer will give a talk on "Commercial Art."

VISITORS FROM IOWA

SAN JUAN — Mr. and Mrs. Ed Warner of Clinton, Iowa, were guests in the home of Mr. and Mrs. Clark Mellenbruch from Tuesday until Thursday, when they left for Mexico City before returning home.

Mrs. Morris Hostess For Pretty Party

BROWNSVILLE — Hostess for a delightful party of this week was Mrs. F. C. Morris who entertained with a luncheon and bridge at her home Friday.

Easter lilies, and snapdragons and gladoli in the pastel shades were used about the rooms, creating a pretty setting.

Guests were Mesdames O. King Mason, B. W. Beckham, Ben H. Pabst, Arthur Reichardt of St. Louis, Missouri, Frank Walker, W. E. McDavitt, Edward McChesney, Augustine Celaya, Jr., Augustine Celaya, Sr., B. M. Works, Joe K. Wells, G. D. Sutton, Walace B. Harwood.

Mesdames A. D. Dickinson, Jr., A. K. Black, Glen Crigler, Joe Celaya, Lula George, Louis Brulay, J. M. Stein, Joseph C. Jordan, James L. Rentfro, Ben M. Freudenstein, J. Hurt Batsell, Joe Vivier, Jr., M. P. McNair, and R. M. Warren.

Twenty From Valley Guests For Banquet

RAYMONDVILLE — Sweethearts and their escorts attending the Girl Reserve sweetheart banquet in McAllen on Friday evening were: Winifred Raymond, president of the Raymondville Chapter, who wore Puritan white net fashioned on the new waltz-with-me lines, a rich red velvet wrap, accessories of silver and corsage of gardenias and escorted by Dick Campbell.

Alice Tate and Dean Kluckman; Tommie Tate and J. T. Owens; Marlyn Stevenson and G. B. Parker of Lyford; Blanche Haynes and W. K. Ames; Mary Elizabeth Haynes and Bob Parr, Sadelle Durham and Carol Frost; Frances Raymond and Sonnie Langford; Dorothy Harding and Ralph Davis.

Martha Tumlinson and Billy Russell; Gloria Sue Wester and Mack Sharp; Virginia Lee Wood and Arthur Ackerson; Mamie Yates and Larry Parker; Julia Alice Duddlesten and Paul Scott; Joanne Barnette and Charles Wetegrove; Irene Baughman and Tommy Rains; Truma Owen and Lloyd Parker; Billy Conley and William Martin; Mae Delle Owen and Bobby Gene Richmond; Frances Pierece and Freddie Scheel.

Pharr Bridge Group Has Pleasant Meet

PHARR — Mrs. Bryce Ferguson was hostess to her bridge club Wednesday afternoon, at her home when sweetpeas were used for the decorations.

High score trophy was awarded to Mrs. H. L. Gunn. A salad course was served to Mrs. H. L. Gunn of McAllen, Mesdames D. U. Buckner, Gene Darby, M. B. Gore, Stanley T. Melton, Dan McLendon, George McCullough and Leland McCullough.

First Of Pre-Charro Days Event Is Almuerzo Given By Mrs. Hipp

BROWNSVILLE—Delightful among pre-Charro Days events was the almuerzo at which Mrs. Arthur C. Hipp entertained Wednesday morning at her home between the hours o- 10 and 12 o'clock. Mrs. Hipp complimented her two sisters, Mrs. Pearl Nuckols of Gainsville, and Mrs. H. W. Houf, of Colorado, her houseguests until after Charro Days.

Guests were greeted at the door by Mrs. Harvey E. Nuckols, pretty in a tijuana costume. Receiving were Mrs. Hipp, Mrs. Nuckols and Mrs. Houf. The three wore handsome China Poblana costumes.

In the living room, gladioli in the bright shades and the single red blossoms of the bougainvillea were used. In the dining room, the Mexican theme had been furthered with the use of serapes, pottery ware and bright colored blossoms.

The table was laid with a handsome Mexican cloth handwoven in bright colors. There was a pottery bowl of bright yellow calendulas and yellow lupin, and the fiesta ware was used in the service. Double poinsettias and vari-colored sweetpeas were used about the room.

Presiding at the table in the first hour were Mrs. W. D. McBryde, mother of the honorees and hostess, who was handsome in a gown of black with a black lace mantilla; and Mrs. Daniel S. Mann of Chicago, who wore a becoming costume of black with black lace mantilla.

Presiding in the second hour were Mrs. Margaret McCormick and Mrs Roy F. Breeden, and assisting were Mrs. Bascom Cox, Mrs. I. Dorfman and Mrs. J. A. Goolsby. All wore the colorful China Poblana costumes.

About 150 guests were included in those attending.

Musicale Set For Friday

HARLINGEN—To assist in financing their project for the Valley Baptist Hospital members of the Harlingen Business and Professional Women's Club will be hostesses Friday evening, February 14, from 8 to 10 o'clock for a benefit musicale at the Reese-Wil-Mond Hotel.

Mrs. Ruth Briscoe is in charge of arrangements for the affair which promises to be especially enjoyable. Guests are invited to call between eight and ten o'clock. No admission will be asked but an opportunity will be afforded at the door for guests to make a contribution to the fund for the hospital project.

LEAVE FOR HOUSTON

EDCOUCH—Mr. and Mrs. R. G. Bell and daughter, Garnet, left early Friday morning for Houston, where they plan to attend the Fat Stock Show and to visit another daughter and sister, Miss Jeanette Bell.

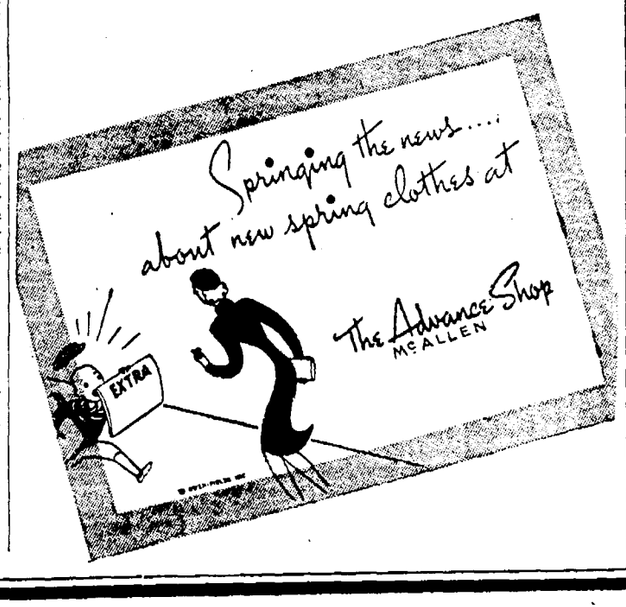
Mrs. Taylor Home From Edna Trip

BROWNSVILLE — Mrs. Volney W. Taylor, state commander of the Women's Field Army of the American Society for the Control of Cancer, returned Thursday morning from Edna.

She spent Wednesday in Edna as the guest of Dr. and Mrs. R. W. Wells. Mrs. Wells is captain in the field army for Jackson county.

Mrs. E. L. Faires, president of the Eleanor Breckinridge club, one of the oldest in the state, hoonred Mrs. Taylor at luncheon Wednesday. In the afternoon, Mrs. Taylor addressed a mass meeting of women of the county. Her topic was Cancer Control and Its Relation to National Defense.

At the close of the mass meeting, Mrs Taylor was complimented at a tea at which members of the Eleanor Brockinridge club and the Edna Study club were hostesses. In the evening she was honored at a dinner by Dr. and Mrs. E. W. Whitfield.



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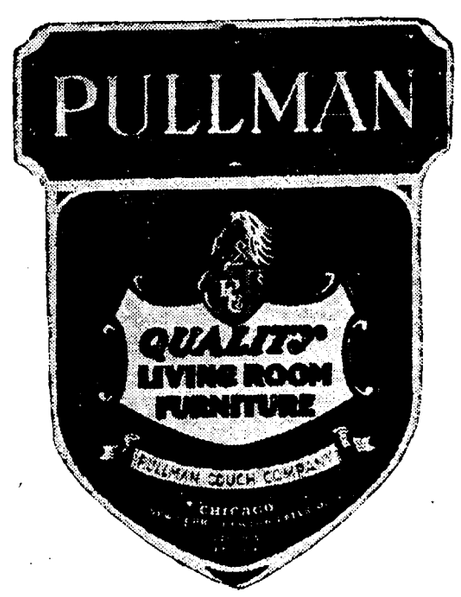

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This 'N That

By MINNIE GILBERT

THOUSANDS of Garden Club members throughout Texas are learning about the Bougainvillea Trail through an interesting, well-written booklet of three pages just mailed to presidents of every Texas garden club.

Mrs. H. B. Scott and Mrs. D. A. Puryear of Donna collaborated in writing the announcements mailed by the Valley Garden Council.

A few of the paragraphs are printed below:

"This trail boasts of being the first started by Women's Garden Clubs, every other trail having been started and financed by chambers of commerce, service clubs, and business men.

"The Bougainvillea Trail is still in its infancy, and with its formal opening in March, the trail visitor will see only the beginning of a great project.

"We never hope to line our highways outside of the towns with bougainvilleas because of droughts, but we hope to keep the trail connected from town to town by lining the highways with colorful roadside plants that are drought resisting.

"The trail had its origin in 1936 when the Harlingen Garden Club, inspired by Mrs. N. B. Lackland, announced the members were sponsoring a Bougainvillea Trail within their own city and asked co-operation of other Valley towns.

"The trail idea was contagious and by September, 1937, when Mrs R. A. Hightower became president of the Valley Council of Garden Clubs, most of the towns voted that the Bougainvillea Trail should become a Valley-wide project, to reach from the upper Valley to the Gulf of Mexico.

"This was the beginning of the 125-mile flower trail, the longest in the world, extending from Edinburg and Mission on the west, running the length of the Valley and terminating at Brownsville on the southeast and at Port Isabel on the east."

ANOTHER flower trail for South Texas will be started soon, judging from prompt response given a suggestion made recently by C. L. Tanner, editor of the Alice News, for the planting of cenizo in that section.

Plans already have been made for the planting of cenizo for a distance of a mile from town on each of the four major highways from Alice as well as throughout the town itself.

Leaders in the movement hope to have mile after mile of the colorful shrub and the Alice Garden Club has officially adopted "The Trail of the Purple Sage."

Of course, cenizo is not really sage at all, but Trail of the Purple Sage has an euphonious sound, probably because it paraphrases the title of a widely read western novel of a year ago.

Rain one year late.

Exactly one year after Miss Lillie Stoat, Mississippi rainmaker, carried out her vigil beside a canal in Fairpark in an unsuccessful attempt to end a near record Valley drought, nine inches of rain fell in as many hours. Miss Stoat began her much criticized attempt to make it rain January 24, 1941.

THE movement as an organized trend hasn't hit the Valley yet, but Men's Garden Clubs are spreading like wildfire over much of the country.

Right now this new organization of garden-minded men are doing the spade work for a nationwide program of "defense gardens."

Hoyt Paxton, president of the Men's Garden Clubs of America, has set a goal of 5,000,000 home defense gardens growing vegetables to be eaten by the owners families.

Growing flowers and vegetables in alternating rows isn't the discovery of any mere man, many women having adopted just such a practice long ago for assuring a continuous supply of cut flowers and fresh vegetables.

Observation of gardening activities on the part of both men and women has strengthened the conviction that husband and wife ought not to pool efforts in gardening, but should have separate "spheres of influence" represented by distinctly outlined plots.

Picking flowers naturally becomes a feminine task, and, of course, spading should always be the prerogative of the man of the house, be he garden-minded or not.

Mrs. Harry Solether Entertains Club

WESLACO — A very delightful club party was given Thursday when Mrs. Harry Solether entertained at her home on Illinois Street. The living room was decorated with effective arrangements of roses.

Enjoying the hospitable affair were Mesdames W. H. Baxter, Jr., Charles Sherrill, W. F. Powell, E. C. Christensen, Everette Knapp Willoughby Gundry and Newell Waters.

Late in the afternoon the hostess served strawberry short cake and coffee to her guests.

Plant Sale Slated For Mission Group

MISSION—A plant sale will be conducted by members of the Mission Garden Club Saturday morning in the Strahle building in the 1000 block on Conway boulevard, it was announced this week. Bougainvillea plants will be featured at the sale, priced at 35 cents.

Spring annuals will be sold by the dozen with an attracive variety to be offered. The sale will open at 9 o'clock Saturday morning.

Mrs. Hugh Echols, chairman of the sale, will be assisted by Mrs. C. O. Papke and Mrs. Joe N. Summers, president of the club.

Ten Hosts For Party As Farewell

Many Honored In Brownsville

BROWNSVILLE — Hosts for an enjoyable party of Friday evening were a group who are being transferred elsewhere by Pan American Airways in the near future. Mr. and Mrs. George Fly, Mr. and Mrs. T. N. White, Mr. and Mrs. J. E. Abraham, Mr. and Mrs. Jack E. Myers, Glen D. Rohrbaugh, and R. O. Bushman entertained at cocktails between 5 and 7 o'clock Friday evening at the Brownsville Country Club.

Gladioli in the various shades were used in profusion about the club rooms.

Invited to the event were Messrs. and Mesdames H. C. Kristofferson, D. W. Pippinger, John H. Kroger, William M. Pryce, James Fleming, H. B. Fleming, F. I. Jacobs, N. O. Carmichael, Sam T. Peters, Nathan S. Searles, C. K. Dunbar, C. P. Hilliard.

Messrs. and Mesdames Hugh M. Johnston, Ralph W. Stone, R. H. Bisbee, F. S. Libbe, W. W. Lynch, Elkin Hale, C. A. Goyette, Royal D. Sundell, Joe Britton, James A. Maxwell, Jr., R. E. Wanless, C. N. Warren, Jr., Charles Bassett, K. G. Stansbury, Allen D. Reedy, H. A. Stoecker, D. E. Kinkel, Larry Lightner, Thomas H. Sweeney, Jr., Herbert L. Thomas, Calvin D. Yaggy, Ted C. Pelikan, Jack Wiech.

Mrs. Margaret Carey Jones, Dr. and Mrs. Ralph H. Eisaman, Dr. and Mrs. James L. Rentfro, George Kraigher, Ray Young, J. N. King, W. C. Carlton, S. A. Miller, J. A. Stenglein, R. J. Geier, W. L. Thornquest, R. F. Boland, J. A. Williamson, E. Swenson, L. F. Parson, C. V. Ballard, Jr., J. W. Knight, B. F. Mead, and Fred McLaughlin.

Mrs. Malone Is President Weslaco Club

WESLACO—Mrs. J. S. McManus entertained with a club courtesy at her country home Tuesday having members of the Literary Review club as her guests.

A very cheerful color note of yellow predominated in the flowers adorning the spacious living room. Mrs. R. A. Dennison presided.

Mrs. Willoughby Gundry, in charge of the interesting program, told of the "Troubles With the Movies" with Mrs. Mike Hughes telling of the life of the author in an introductory story.

Mrs. Hugh Williams, a new member, was present with 17 members.

During the business session officers were elected for the new year as follows: Mrs. Clayton Malone, president; Mrs. M. R. Hufty, vice president; Mrs. W. L. Hilton, secretary; Mrs. Mike Hughes, treasurer; Mrs. C. Davenport, corresponding secretary; Mrs. George Harren, educational director; Mrs. Jack Hager, historian; Mrs. Gus Kaufman, critic; Mrs. Burt McKeehan, publicity, and Mrs. H. Williams, librarian.

The dining room, resplendent in a pink and white, had arrangements of gladiolas centering the table with pink tapers lighting the silver service. Mrs. J. Bryan Ivy presided at the lace-laid board.

The next meeting will be held with Mrs. C. Davenport hostess February 18.

Mrs. Ellis Perry Hostess At Party For Daughter

BROWNSVILLE—Mrs. Ellis Perry entertained with a children's party Friday afternoon, complimenting her little daughter, Mary Virginia, on the latter's fifth birthday.

Balloons were featured in the decorations, and games were played. Breaking of a pinata in the shape of a cat was one of the highlights of the afternoon. Favors were pins for the girls and knives for the boys.

Included in the list were Barbara and Joan Philen, Nancy McNair, Marilyn Barron, Laurent, Renee and Jean Webb, Pat Pace, Richard Bussey, Grace Elizabeth Mathers, Phil Overstreet, Marilyn Biggs, David and Sylvia Martin, Dickie and Tommy Strama, and Pat Palmer and Joan Buchan from Rangerville.

Mrs. F. D. Putegnat Handles Program On Natchez Homes

BROWNSVILLE — Mrs. Fanny D. Putegnat was in charge of the program when members of the Magruder-Ford chapter of the United Daughters of the Confederacy met at her home Thursday morning.

Mrs. Putegnat talked on Natchez and the pilgrimage to colonial homes there conducted there annually. She gave detailed descriptions of some of the more famous homes and buildings there.

Members answered roll call with items on Lee, Jackson and Albert Sidney Johnson.

Attending besides the hostess were Mesdames G. W. Johnson, C. W. Colgin, E. E. Dickason, and Joe K. Wells.

Back From Trip

PHARR — Mr. and Mrs. Morris Jones returned Thursday from their wedding trip to Mexico City and other points in Mexico. Mrs. Jones is the former Margaret Hogan, daughter of Mr. and Mrs. D. C. Hogan of Pharr.

VISITING DAUGHTER

LA FERIA — Mrs. S. A. Steele of Mansfield, La., is a guest of her daughter, Mrs. Wemple Sanders, and Mr. Sanders

To Sing With Choir

Popular among Valley students who take a leading part in campus activity at Texas A. & I. College is Miss Betty Lee Kidder, daughter of Mr. and Mrs. Lee Kidder of Mercedes. A member of the Alpha Sigma sorority, Miss Kidder also sings in the A Cappella choir and will sing with the group Sunday afternoon when they are presented in a concert in the junior high school auditorium in Mercedes.

Calendar

BROWNSVILLE

MONDAY

Business and Professional Women's club at the Chamber of Commerce at 7:30 p.m.

Methodist women's society in circles at 3 p.m.: Lucy Rae, Mrs. R. A. McKee; Young Matrons, Mrs. Johnny Walker; one, two and three, at the church.

Semper Fidelis club with Mrs. Hugh Lamb at 3 p.m.

TUESDAY

Brownsville Garden club at 10 a.m. with Mrs. George F. Walker.

Tuesday Bridge club with Mrs. Frank Mathers.

WEDNESDAY

Penny Supper at the Central Christian church.

Wednesday Study club merienda between 3 and 5 p.m. at the Brownsville Country Club.

Wiener roast for husbands by members of the Fidelity Fifteen club at Del Mar.

Charro supper and costume party by the Brownsville Study club at the home of Mrs. Joe Wheeler.

THURSDAY

Victoria Heights Civic club with Mrs. Kent Crowe at 9:30 a.m. Chicken spaghetti supper by the Sacred Heart altar society between 5 and 8 p.m. in the parish hall.

El Jardin Heights Social club with Mrs. Louis Rank.

Evening Bridge with Mr. and Mrs. Guy Bevil.

FRIDAY

Literature and Arts Review club at 9:30 a.m. with Mrs. R. A. Porter.

SATURDAY

Fort Brown chapter of the Daughters of the Texas Republic at 12:30 p.m. at Landrum's.

Family Reunion Held In Edcouch

EDCOUCH — Mr. and Mrs. Elmer Rosebrough of Indianapolis, Ind., arrived Monday for an extended visit with Mrs. Rosenbrough's brother, J. F. Waldron and wife. Other guests in the Waldron home are Mr. and Mrs. J. R. Waldron of Monroe City, Mo. It is the first time in 33 years that the sister has been with both her brothers. Wednesday morning, the visitors and their hosts left for a vacation trip of a week to Mexico City and the west coast of Mexico.

Weslaco Club To Entertain Council Next

WESLACO — The Weslaco Garden Club enjoyed a very delightful program at the home of Mrs. J. C. Friday Thursday morning. The living rooms were attractive with spring flowers accenting the popular red, white and blue to note the patriotic theme.

Mrs. T. T. Sanders, Jr., of Donna was the guest speaker, introduced by Mrs. Thomas F. Rives. Mrs. Sanders gave a very interesting talk on "Harmony in the Garden. Color in Landscaping."

Mrs. David Anderson gave pointers on color in a talk "Relation and Effect in House Painting."

The business fo rthe day was in charge of Mrs. Jimmie Davis local president, when plans were discussed to entertain the Garden Club Council Friday, February 14.

The council will open at 11 a.m. at the Methodist Church with Mrs. O. E. Stuart, Harlingen, president, in charge. Followed will be a luncheon in the social room of the church.

A report was given of a gift presented to the club by Mrs. John Crawford as well as bougainvillea cuttings, and a gift of a royal poinciana the gift of Mrs. W. F. Price.

Art League Meet Scheduled Monday

HARLINGEN—Regular meeting of the Rio Grande Valley Art League will be held Monday, February 10, at the home of Mrs. S. M Harvey. Co-hostesses with Mrs. Harvey will be Mesdames O. P. Storm, J. R. Moore, and J. W. Fonville.

Artists who will have exhibits are Mesdames R. B. Hamilton, W. M. Hundley, Bob Knight, and George Lochrie.

Mrs. Hamilton will be program director and Mrs. Clair Packer will give a talk on "Commercial Art."

VISITORS FROM IOWA

SAN JUAN — Mr. and Mrs. Ed Warner of Clinton, Iowa, were guests in the home of Mr. and Mrs. Clark Mellenbruch from Tuesday until Thursday, when they left for Mexico City before returning home.

Mrs. Morris Hostess For Pretty Party

BROWNSVILLE — Hostess for a delightful party of this week was Mrs. F. C. Morris who entertained with a luncheon and bridge at her home Friday.

Easter lilies, and snapdragons and gladoli in the pastel shades were used about the rooms, creating a pretty setting.

Guests were Mesdames O. King Mason, B. W. Beckham, Ben H. Pabst, Arthur Reichardt of St. Louis, Missouri, Frank Walker, W. E. McDavitt, Edward McChesney, Augustine Celaya, Jr., Augustine Celaya, Sr., B. M. Works, Joe K. Wells, G. D. Sutton, Walace B. Harwood.

Mesdames A. D. Dickinson, Jr., A. K. Black, Glen Crigler, Joe Celaya, Lula George, Louis Brulay, J. M. Stein, Joseph C. Jordan, James L. Rentfro, Ben M. Freudenstein, J. Hurt Batsell, Joe Vivier, Jr., M. P. McNair, and R. M. Warren.

Twenty From Valley Guests For Banquet

RAYMONDVILLE — Sweethearts and their escorts attending the Girl Reserve sweetheart banquet in McAllen on Friday evening were: Winifred Raymond, president of the Raymondville Chapter, who wore Puritan white net fashioned on the new waltz-with-me lines, a rich red velvet wrap, accessories of silver and corsage of gardenias and escorted by Dick Campbell.

Alice Tate and Dean Kluckman; Tommie Tate and J. T. Owens; Marlyn Stevenson and G. B. Parker of Lyford; Blanche Haynes and W. K. Ames; Mary Elizabeth Haynes and Bob Parr, Sadelle Durham and Carol Frost; Frances Raymond and Sonnie Langford; Dorothy Harding and Ralph Davis.

Martha Tumlinson and Billy Russell; Gloria Sue Wester and Mack Sharp; Virginia Lee Wood and Arthur Ackerson; Mamie Yates and Larry Parker; Julia Alice Duddlesten and Paul Scott; Joanne Barnette and Charles Wetegrove; Irene Baughman and Tommy Rains; Truma Owen and Lloyd Parker; Billy Conley and William Martin; Mae Delle Owen and Bobby Gene Richmond; Frances Pierece and Freddie Scheel.

Pharr Bridge Group Has Pleasant Meet

PHARR — Mrs. Bryce Ferguson was hostess to her bridge club Wednesday afternoon, at her home when sweetpeas were used for the decorations.

High score trophy was awarded to Mrs. H. L. Gunn. A salad course was served to Mrs. H. L. Gunn of McAllen, Mesdames D. U. Buckner, Gene Darby, M. B. Gore, Stanley T. Melton, Dan McLendon, George McCullough and Leland McCullough.

First Of Pre-Charro Days Event Is Almuerzo Given By Mrs. Hipp

BROWNSVILLE—Delightful among pre-Charro Days events was the almuerzo at which Mrs. Arthur C. Hipp entertained Wednesday morning at her home between the hours o 10 and 12 o'clock. Mrs. Hipp complimented her two sisters, Mrs. Pearl Nuckols of Gainsville, and Mrs. H. W. Houf, of Colorado, her houseguests until after Charro Days.

Guests were greeted at the door by Mrs. Harvey E. Nuckols, pretty in a tijuana costume. Receiving were Mrs. Hipp, Mrs. Nuckols and Mrs. Houf. The three wore handsome China Poblana costumes.

In the living room, gladioli in the bright shades and the single red blossoms of the bougainvillea were used. In the dining room, the Mexican theme had been furthered with the use of serapes, pottery ware and bright colored blossoms.

The table was laid with a handsome Mexican cloth handwoven in bright colors. There was a pottery bowl of bright yellow calendulas and yellow lupin, and the fiesta ware was used in the service. Double poinsettias and varl-colored sweetpeas were used about the room.

Presiding at the table in the first hour were Mrs. W. D. McBryde, mother of the honorees and hostess, who was handsome in a gown of black with a black lace mantilla; and Mrs. Daniel S. Mann of Chicago, who wore a becoming costume of black with black lace mantilla.

Presiding in the second hour were Mrs. Margaret McCormick and Mrs Roy F. Breeden, and assisting were Mrs. Bascom Cox, Mrs. I. Dorfman and Mrs. J. A. Goolsby. All wore the colorful China Poblana costumes.

About 150 guests were included in those attending.

LEAVE FOR HOUSTON

EDCOUCH—Mr. and Mrs. R. G. Bell and daughter, Garnet, left early Friday morning for Houston, where they plan to attend the Fat Stock Show and to visit another daughter and sister, Miss Jeanette Bell.

Musicale Set For Friday

HARLINGEN—To assist in financing their project for the Valley Baptist Hospital members of the Harlingen Business and Professional Women's Club will be hostesses Friday evening, February 14, from 8 to 10 o'clock for a benefit musicale at the Reese-Wil-Mond Hotel.

Mrs. Ruth Briscoe is in charge of arrangements for the affair which promises to be especially enjoyable. Guests are invited to call between eight and ten o'clock. No admission will be asked but an opportunity will be afforded at the door for guests to make a contribution to the fund for the hospital project.

Mrs. Taylor Home From Edna Trip

BROWNSVILLE — Mrs. Volney W. Taylor, state commander of the Women's Field Army of the American Society for the Control of Cancer, returned Thursday morning from Edna.

She spent Wednesday in Edna as the guest of Dr. and Mrs. R. W. Wells. Mrs. Wells is captain in the field army for Jackson county.

Mrs. E. L. Faires, president of the Eleanor Breckinridge club, one of the oldest in the state, hoonred Mrs. Taylor at luncheon Wednesday. In the afternoon, Mrs. Taylor addressed a mass meeting of women of the county. Her topic was Cancer Control and Its Relation to National Defense.

At the close of the mass meeting, Mrs Taylor was complimented at a tea at which members of the Eleanor Brockinridge club and the Edna Study club were hostesses. In the evening she was honored at a dinner by Dr. and Mrs. E. W. Whitfield.

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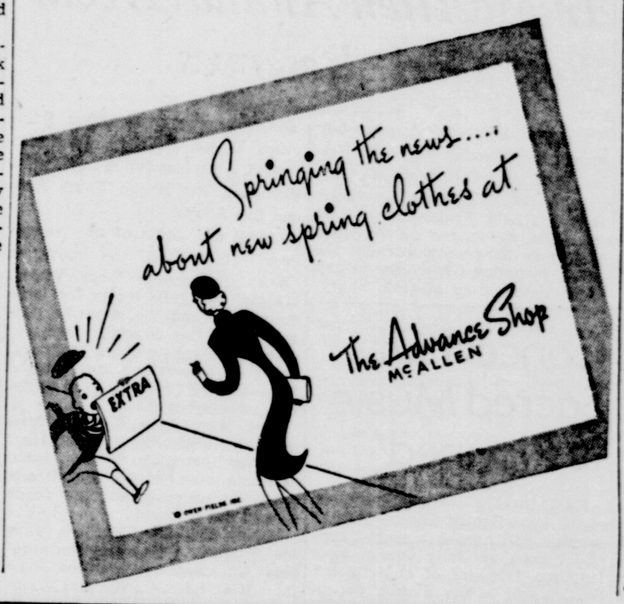

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Aid Appeal Meets Good Response

Red Cross Unit Asks Assistance

BROWNSVILLE — An encouraging response has met the appeal by the volunteer work chairman for the local Red Cross chapter for more workers, it was announced here, as materials for the second quota of work began arriving.

Members of the Young Matrons circle of the First Methodist church Women's Society for Christian Service, circles from the Ladies Council of the Centeral Christian church, the Bide-a-Wee club, the Junior Red Cross, the Stitch and Chat club, the Pan American Social Service club, and a group from Palm courts were among those answering the urgent call for more workers.

The Junior Red Cross has undertaken 20 dresses and 30 boys' suits. These will be made under the direction of Miss Myrtle Jennings. The Palm Courts group has taken materials for two layettes and eight dresses.

The response has been most gratifying, Mrs. Ralph Eisaman volunteer work chairman, said, but still more workers are needed. The second quota, recently accepted by the chapter for completion by May includes 50 shawls, 45 layettes, 45 convalescent robes, and 200 sweaters.

Those who have turned in completed work recently include Mesdames I. H. Perkins, Eleanor Owens, L. B. Winans, R. B. Creager, James Dunn; J. L. Nichols, Clapp, Thomas, all of Rosemary Courts; Mesdames P. G. Hales of Olmito, G. B. Miller, John McLean, C. E. Hamilton, W. J. Hamilton, Anna Moore, James Maxwell, S. Hubbard, W. A. Darling, Travis Jennings, Milton Wentz, O. V. Lawrence, W. T. Huitt, W. C. Denton, McKinley Davies, C. W. Bohannon, Leon Borst, Misses Opal Dagenhart; Miss Thyra Sutton, Miss Julia O'Brien, and Mrs. V. L. Mitchell, from the Business and Professional Women's club.

Gay Greys Dine Monday

HARLINGEN—Mrs. Ben H. Sanders has been invited to be resident hostess at the February luncheon of the Gay Grey Club of Edinburg which will be held at the Madison Hotel at one o'clock. Following a custom inaugurated with the organization of the club nearly two years ago, meetings are held in different towns of the Valley and a local woman is invited to be resident hostess.

Mrs. O. W. Curry is president of the club which has held luncheon meetings in all Valley towns from Rio Grande City to Brownsville and in Reynosa and Matamoros and as far as Corpus Christi.

March meeting of the group will be in Austin with Mrs. Rogers Kelley, wife of Senator Kelley, as local hostess.

The club was formed for purely social purposes and all members except the mascot, Mrs. H. C. Edgar, have grey hair.

For the meeting Monday, Mrs. Sanders has arranged a seasonal Valentine setting. An art exhibit will be arranged by Harlingen artists and a special musical program provided for the luncheon.

Kings Are Hosts At Evening Bridge

McALLEN—Mr. and Mrs. Charles King of Mission were guests this week when Mr. and Mrs. Frank Osborn, Jr., entertained the Little Nite bridge club at their home for dinner.

A bowl of red hybiscus centered the table and red bouganvillea gave a decorative touch to the home. High score prize for ladies was won by Mrs. John Haden and Bill Hensley received the prize for the men.

Dinner was served to the guests and members Messrs. and Mesdames Orville Cox, Bill Hensley, Tom Hartley, S. J. Purl, John Haden and Thornton Thacker.

The club will meet February 18 at the home of Mr. and Mrs. Aubrey Patton.

Guest Of Daughter

RIO GRANDE CITY — Mrs. Sarah E. Johnson of Dallas, house guest of her daughter, Mrs. Florence J. Scott, returned Wednesday from Mission where she was the guest for several days of Mrs. S. M. Duffie and Mrs. Florence Hayes. She was the recipient of many courtesies during her visit.

President Hostess Club

Mrs. Bill Knox, San Benito, recently was re-elected as president of Today's Mothers Club which will be hostesses at the quarterly meeting of the Valley Child Study Council which meets for a one o'clock luncheon in San Benito February 26. Mrs. Knox is pictured with her daughter, Nancy, who has an idea that mother's main job is to read to her from story books. (Staff Photo.)

Sweetheart Banquet Held In McAllen Annual Event For Girl Reserves

McALLEN — Most important among spring social events for Valley high school students was the annual Girl Reserve Sweetheart Banquet, held Friday evening at the Casa de Palmas in McAllen. More than 200 couples attended the event, including Girl Reserves and their "dates" from Misison, Sharyland, Pharr-San Juan-Alamo, Edinburg, Donna, Weslaco, Mercedes Lyford, Raymondville, Edcouch, Harlingen, Rio Hondo, Santa Rosa and San Benito.

Clever adaptation of the "sweetheart" theme and the motif of "When You and I Were Young, Maggie," was reflected in the table decorations and the souvenir programs. A "Gay Ninety" touch was noted in the covers of the programs, depicting a couple attired in the fashion of the time when the theme song was written.

Miss Mary Alice Conway, Mission, president of the Valley Girl Reserve Inter-Club Council, acted as toastmaster for the banquet and gave the welcome address which opened the program.

Robert Chandler, Weslaco, gave the response. Other program numbers included: "Memories," by Rena Beal, Edcouch; "Comical Comments" by Billy Hanna, Edcouch; Songs—"Night and Day" and "Chit Chat" by the Pharr-San Juan-Alamo sextette; accordion selections, Marian Cramer, Pharr; closing song, "Let Me Call You Sweetheart," by Girl Reserves and their guests.

To decorate the speakers' table, a "bouquet" of red hearts was the novel centerpiece. Along the length of the tables, all sizes of red hearts were strewn to complete the decorations.

A dance followed the banquet in the patio of the hotel, with music by the David Smith orchestra. Accenting the banquet theme, a number of folk dances were included in the dance program.

Concert Of Sacred Music Is Planned

HARLINGEN — Guest musicians at the First Baptist Church Sunday evening will furnish a special concert hymns, specially chosen from longtime favorites of churchgoers. Soloists will be Mrs. Stanley Crockett, Miss Emogene Oler, and Grady Whittle, vocalists, and Sol Zimberoff, violinist.

Foster Tebbe, church organist, will give special organ music in keeping with the theme of the musical program which opens at 7:45 p. m. and the choir will sing.

A short sermon will be offered by the pastor, Rev. E. Douglas Carver.

Program of music includes:

Prelude: Largo, Handel
Anthem, "We Praise Thee, O God," Wagner, from Pilgrim Chorus, by the choir
Anthem, "Pass It On," the choir
Violin solo, "Ave Maria," Bach-Gounod, by Sol Zimberoff
Solo, "Man of Sorrows," by Emogene Oler
Congregational hymn, "Faith of Our Fathers"
Solo, "The Old Rugged Cross," Grady Whittle, Lyford
Anthem, "The Fearly White City," the choir
Solo, "Sunrise Tomorrow," Mrs. Stanley Crockett
Offertorium, "Springtime," Greig
Anthem, "Onward, Christian Soldiers" from the cantata, "Calvary," the choir
Postlude, "Recessional," Lemmens, from "The Chorus of Shepherds."

Matron Makes Visit

MISSION—More than 100 members of six Valley Eastern Star chapters attended the initiation service and called meeting of the Mission chapter Tuesday evening, marking the official visit of the deputy grand matron, Mrs. Jane Hensley of La Feria. Guest chapters were the Pharr, McAllen, Edcouch, Weslaco and La Feria units. They were welcomed by Mrs. John L. Osborn, worthy matron of the hostess chapter.

Willacy Guest

RAYMONDVILLE — Mrs. E. L. Coltman of Philadelphia is visiting her friend Mrs. T. E. Halpin. Mrs. Coltman arrived Sunday evening and will make an extended visit.

Valley Girl Is President Of Sorority

By CARL CHILTON, Jr.

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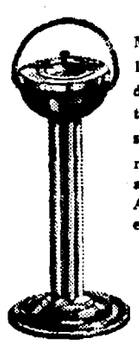
STORE-WIDE
REMODELING
SALE

WHALEN'S AFTER REMODELING
THE CARPENTERS NEED ROOM
WE ARE
SACRIFICING OUR STOCK

Felt Base RUGS
Challenge Mail Order $5.98 Rugs! 9x12 Size
$4.19
Nationally advertised, genuine Congoleum and Sloane-Blabon, heavy weight felt base rugs. Good for years of service.
COMPARE OUR PRICE Then Be On Hand Early!

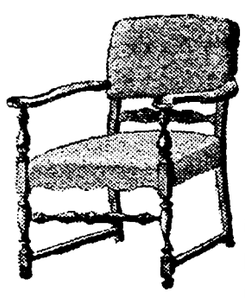
1st Quality Window Shades
Hand Painted Cambric
To 36 inch
69c

CHROME ASH STAND

Modern, smokeless, automatic ash dumping stands that are a necessity in every room. Nationally advertised Ash-Away brand. Others ask $1.19.
75c

Hardwood Chairs
UNFINISHED

Sturdy, carefully built and smoothly finished. Made of select black gumwood (not fir). Similar to chair illustrated.
89c
COMPARE WITH MAIL ORDER CHAIRS SPECIALED AT $1.00

Two piece, wine tapestry covered, LIVING ROOM SUITE. Priced $59.50 elsewhere..... $29.50
Eight piece, solid hardwood DINING ROOM SUITE, including full sized table, 54-inch buffet, five upholstered seat side chairs and large host chair. Modern "New Yorker" style. $57.50
Four piece modern BED ROOM SUITE. Full sized bed, round mirrored pedastel vanity, roomy chest and upholstered bench. Solid hardwood. You'll pay $64.50 elsewhere. $42.50
COMPARE THESE PRICES WITH MAIL ORDER "BARGAINS"

Occasional CHAIRS

Handsome tapestry covers. Hardwood frames, stained walnut. Genuine five web seat construction. Compare with Mail Order $6.98.
$3.69
YOU MUST HURRY ON THIS ONE

COMPARE THESE PRICES THEN BUY NOW FOR SAVINGS!

Venetian BLINDS
½ Price
$1.56
Size 32x64
Now you can have the beautiful appearance Venetian Blinds bring to rooms—for as little as $1.59 per blind. Real Venetian Blinds made of non-warping compressed chestnut fibre. 100% washable baked enamel finish. As easy to install as window shades. Size 36x64, priced $1.98.
NOT INSTALLED

Full Size Baby Crib
"SIMMONS"
Compare with Mail Order $9.88
$8.95

You'll Pay $19.95 Elsewhere
Lounge Chair
with OTTOMAN
Here's evenings of solid comfort and years of service. Full sized with padded ottoman.
$15

SALE STARTS AT 9:00 TOMORROW MORNING!
We're not fooling. We must make room for workmen and new construction. Our warehouses are full — so out goes our immense stock of quality furniture at guaranteed lowest prices.
YOU MUST HURRY TO GET THESE BARGAINS
Whalen's FURNITURE.
"THE HOUSE OF QUALITY"
ON THE HIGHWAY — BETWEEN PHARR AND McALLEN

LESS THAN ½ PRICE—
Dorothy Gray
SPECIAL DRY-SKIN MIXTURE

Save $1.25 a jar. The rich lubricating night cream for dry skin given to flaking, "weather" lines. Makes skin look smooth, soft. Stock up for winter now.

$1.00
REGULAR $2.25 SIZE
LIMITED TIME

PALMER Drug Stores
McALLEN — MISSION
(ALL MAIL ORDERS ADD 5c EXTRA)

DOROTHY GRAY
BLUSTERY WEATHER LOTION

TRIPLE USES!1. Grand help against dry, rough skin, chapped hands. 2. Smooth powder base. 3. Soothing body-rub after winter sports, exposure. Creamy-soft, not sticky. Get several bottles—save now!

MAIL ORDERS WELCOME
Central Drug, Harlingen
Please send me.....Bottles Double Size Dorothy Gray Blustery Weather Lotion at $1.00.
Charge..... Cash..... Money Order..... C.O.D.....
NAME .....
ADDRESS .....

CAVETT'S
CENTRAL DRUG
WALGREEN AGENCY
101 E. Jackson Harlingen

Aid Appeal Meets Good Response

Red Cross Unit Asks Assistance

BROWNSVILLE — An encouraging response has met the appeal by the volunteer work chairman for the local Red Cross chapter for more workers, it was announced here, as materials for the second quota of work began arriving.

Members of the Young Matrons circle of the First Methodist church Women's Society for Christian Service, circles from the Ladies Council of the Centeral Christian church, the Bide-a-Wee club, the Junior Red Cross, the Stitch and Chat club, the Pan American Social Service club, and a group from Palm courts were among those answering the urgent call for more workers.

The Junior Red Cross has undertaken 20 dresses and 30 boys' suits. These will be made under the direction of Miss Myrtle Jennings. The Palm Courts group has taken materials for two layettes and eight dresses.

The response has been most gratifying, Mrs. Ralph Eisaman volunteer work chairman, said, but still more workers are needed. The second quota, recently accepted by the chapter for completion by May includes 50 shawls, 45 layettes, 45 convalescent robes, and 200 sweaters.

Those who have turned in completed work recently include Mesdames I. H. Perkins, Eleanor Owens, L. B. Winans, R. B. Creager, James Dunn; J. L. Nichols, Clapp, Thomas, all of Rosemary Courts; Mesdames P. G. Hales of Olmito, G. B. Miller, John McLean, C. E. Hamilton, W. J. Hamilton, Anna Moore, James Maxwell, S. Hubbard, W. A. Darling, Travis Jennings, Milton Wentz, O. V. Lawrence, W. T. Huitt, W. C. Denton, McKinley Davies, C. W. Bohannon, Leon Borst, Misses Opal Dagenhart; Miss Thyra Sutton, Miss Julia O'Brien, and Mrs. V. L. Mitchell, from the Business and Professional Women's club.

Gay Greys Dine Monday

HARLINGEN—Mrs. Ben H. Sanders has been invited to be resident hostess at the February luncheon of the Gay Grey Club of Edinburg which will be held at the Madison Hotel at one o'clock. Following a custom inaugurated with the organization of the club nearly two years ago, meetings are held in different towns of the Valley and a local woman is invited to be resident hostess.

Mrs. O. W. Curry is president of the club which has held luncheon meetings in all Valley towns from Rio Grande City to Brownsville and in Reynosa and Matamoros and as far as Corpus Christi.

March meeting of the group will be in Austin with Mrs. Rogers Kelley, wife of Senator Kelley, as local hostess.

The club was formed for purely social purposes and all members except the mascot, Mrs. H. C. Edgar, have grey hair.

For the meeting Monday, Mrs. Sanders has arranged a seasonal Valentine setting. An art exhibit will be arranged by Harlingen artists and a special musical program provided for the luncheon.

Kings Are Hosts At Evening Bridge

McALLEN—Mr. and Mrs. Charles King of Mission were guests this week when Mr. and Mrs. Frank Osborn, Jr., entertained the Little Nite bridge club at their home for dinner.

A bowl of red hybiscus centered the table and red bouganvillea gave a decorative touch to the home. High score prize for ladies was won by Mrs. John Haden and Bill Hensley received the prize for the men.

Dinner was served to the guests and members Messrs. and Mesdames Orville Cox, Bill Hensley, Tom Hartley, S. J. Purl, John Haden and Thornton Thacker.

The club will meet February 18 at the home of Mr. and Mrs. Aubrey Patton.

Guest Of Daughter

RIO GRANDE CITY — Mrs. Sarah E. Johnson of Dallas, house guest of her daughter, Mrs. Florence J. Scott, returned Wednesday from Mission where she was the guest for several days of Mrs. S. M. Duffie and Mrs. Florence Hayes. She was the recipient of many courtesies during her visit.

President Hostess Club

Mrs. Bill Knox, San Benito, recently was re-elected as president of Today's Mothers Club which will be hostesses at the quarterly meeting of the Valley Child Study Council which meets for a one o'clock luncheon in San Benito February 26. Mrs. Knox is pictured with her daughter, Nancy, who has an idea that mother's main job is to read to her from story books. (Staff Photo.)

Sweetheart Banquet Held In McAllen Annual Event For Girl Reserves

McALLEN — Most important among spring social events for Valley high school students was the annual Girl Reserve Sweetheart Banquet, held Friday evening at the Casa de Palmas in McAllen. More than 200 couples attended the event, including Girl Reserves and their "dates" from Misison, Sharyland, Pharr-San Juan-Alamo, Edinburg, Donna, Weslaco, Mercedes Lyford, Raymondville, Edcouch, Harlingen, Rio Hondo, Santa Rosa and San Benito.

Clever adaptation of the "sweetheart" theme and the motif of "When You and I Were Young, Maggie," was reflected in the table decorations and the souvenir programs. A "Gay Ninety" touch was noted in the covers of the programs, depicting a couple attired in the fashion of the time when the theme song was written.

Miss Mary Alice Conway, Mission, president of the Valley Girl Reserve Inter-Club Council, acted as toastmaster for the banquet and gave the welcome address which opened the program.

Robert Chandler, Weslaco, gave the response. Other program numbers included: "Memories," by Rena Beal, Edcouch; "Comical Comments" by Billy Hanna, Edcouch; Songs—"Night and Day" and "Chit Chat" by the Pharr-San Juan-Alamo sextette; accordion selections, Marian Cramer, Pharr; closing song, "Let Me Call You Sweetheart," by Girl Reserves and their guests.

To decorate the speakers' table, a "bouquet" of red hearts was the novel centerpiece. Along the length of the tables, all sizes of red hearts were strewn to complete the decorations.

A dance followed the banquet in the patio of the hotel, with music by the David Smith orchestra. Accenting the banquet theme, a number of folk dances were included in the dance program.

Concert Of Sacred Music Is Planned

HARLINGEN — Guest musicians at the First Baptist Church Sunday evening will furnish a special concert hymns, specially chosen from longtime favorites of churchgoers. Soloists will be Mrs. Stanley Crockett, Miss Emogene Oler, and Grady Whittle, vocalists, and Sol Zimberoff, violinist.

Foster Tebbe, church organist, will give special organ music in keeping with the theme of the musical program which opens at 7:45 p. m. and the choir will sing.

A short sermon will be offered by the pastor, Rev. E. Douglas Carver.

Program of music includes

Prelude: Largo, Handel
Anthem, "We Praise Thee, O God," Wagner, from Pilgrim Chorus, by the choir
Anthem, "Pass It On," the choir
Violin solo, "Ave Maria," Bach-Gounod, by Sol Zimberoff
Solo, "Man of Sorrows," by Emogene Oler
Congregational hymn, "Faith of Our Fathers"
Solo, "The Old Rugged Cross," Grady Whittle, Lyford
Anthem, "The Pearly White City," the choir
Solo, "Sunrise Tomorrow," Mrs. Stanley Crockett
Offertorium, "Springtime," Greig
Anthem, "Onward, Christian Soldiers" from the cantata, "Calvary," the choir
Postlude, "Recessional," Lemmens, from "The Chorus of Shepherds."

Matron Makes Visit

MISSION—More than 100 members of six Valley Eastern Star chapters attended the initiation service and called meeting of the Mission chapter Tuesday evening, marking the official visit of the deputy grand matron, Mrs. Jane Hensley of La Feria. Guest chapters were the Pharr, McAllen, Edcouch, Weslaco and La Feria units. They were welcomed by Mrs. John L. Osborn, worthy matron of the hostess chapter.

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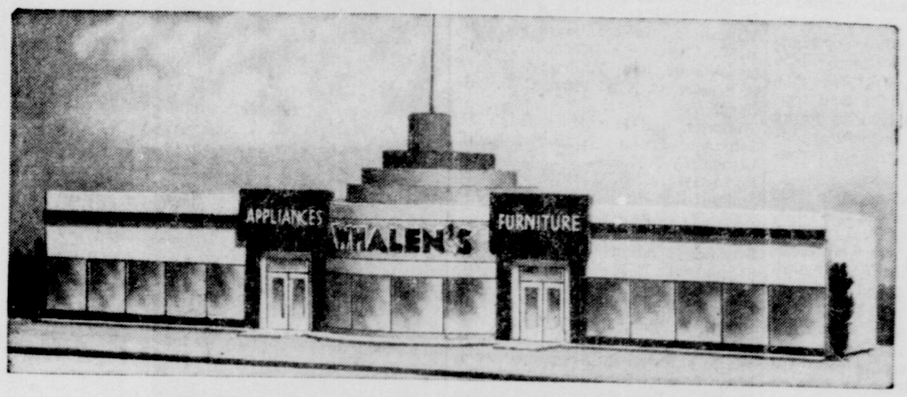

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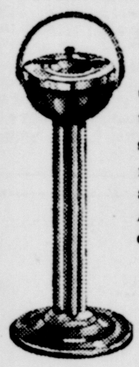
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McALLEN — MISSION
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BLUSTERY WEATHER LOTION
TWICE THE USUAL DOLLAR SIZE
$1.00 limited time

TRIPLE USES! 1. Grand help against dry, rough skin, chapped hands. 2. Smooth powder base. 3. Soothing body-rub after winter sports, exposure. Creamy-soft, not sticky. Get several bottles—save now!
MAIL ORDERS WELCOME
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Please send me.....Bottles Double Size Dorothy Gray Blustery Weather Lotion at $1.00.
Charge..... Cash..... Money Order..... C.O.D.....
NAME .....
ADDRESS .....
CAVETT'S
CENTRAL DRUG
WALGREEN AGENCY
101 E. Jackson Harlingen

Noted Guests Entertained In Edcouch

EDCOUCH — Mr. and Mrs. Hoke McKim had as their guests Wednesday, Dr. and Mrs. J. A. Linke of Washington, D. C., who are spending their vacation in the Valley. Dr. Linke, who is in Texas to officially inspect the 140 units of the various "National Preparedness Defense Projects" is national chief of Agricultural Service of the U. S. A. and national adviser of the F. F. A. Chapters.

While in Edcouch, Dr. Linke inspected the local National Preparedness Defense unit which is the only one of its kind in the Rio Grande Valley.

The visitors were also taken on a tour to points of interest in the community.

Recently, the McKims were the guests of Dr. and Mrs. Linke at the Windsor Courts in McAllen where they were located during their visit in the Valley.

J. A. Wade has received announcement of the wedding of his granddaughter, Miss La Verne Wade of Hedley, who was married Saturday, February 1, to Herbert Hoover Harrison of Hedley, at 10:00 o'clock in the morning. The bride's other grandfather, Rev. Crawford, officiating. Mrs. Harrison is a former resident of Edcouch having lived here with her parents at two different times.

Founder's Day will be observed with Mrs. R. W. Snyder presenting a special program at the meeting of the Edcouch-Elsa Parent-Teacher Association Tuesday, February 11 at 3:15 p.m.

The regular program will be "Singers and Their Songs" with Mrs. John Carr, Miss Mary Alice Gay and M. D. Shepherd discussing briefly the present-day artists and their songs.

An Executive Board meeting will be held preceeding the regular session.

Conveniens Centers for the Kitchen will form the subject for a demonstration when the Lone Star Club Home Demonstration Club members meet Thursday, February 13, at the home of Mrs. John D. Pickens in Elsa.

Circle meetings for the Women's Missionary Union of the Baptist Church will be held next week as follows: Mrs. R. F. Peters, Elsa; Mrs. Carl Poignee, Edcouch; Mrs. R. O. Wade, LaVilla. Meeting place for the Monte Alto circle was not announced at the Monday meeting held at the church with Mrs. J. Y. Rohr, president, in charge.

Apron Party Is Unique

HARLINGEN — Especially enjoyable was the penny apron party held by the O.E.S. chapter Thursday night at the Masonic Hall with a large number of members and guests present. After the opening ritual of the pledge of allegiance to the flag, the group sang America and other patriotic songs led by Mrs. Jennie Bennett and Mrs. Celia Fristoe with Mrs. Mabel Lee Perry at the piano.

Highlight of the evening was the "apron parade," with each member wearing her apron and dropping pennies into the "treasure pot." Sale of the aprons followed.

A vote contest was held to select the "best looking" lady and "best looking" man, prizes going to Mrs. Wanda Wicker and Grover Brown.

Fudge was sold by the past matrons group, the candy having been made from a recipe sent in an apron pocket by Mrs. Nancy Riviere, 75-year old resident of the O. E. S. Home at Arlington.

Mrs. Mary Bowers, worthy matron, and Grover Brown, worthy patron, were on the reception committee.

Pie and coffee were served by Mesdames Sarah Brindley, Hettie Withers, Rose Adolph, Ella Johnson, and Wanda Wicker.

Pennsylvania Club Has Installation

SAN BENITO — The club's annual religious program will be presented at the meeting of the Pennsylvania Avenue Club to be held Thursday, February 13, at the home of Mrs. Margaret Yost.

At the recent luncheon meeting held at the home of Mrs. M. A. Baird, officers for the new year were installed. They are Mrs. Clifford Clark, president; Mrs. Arthur Anderson, secretary; and Mrs. Yost, treasurer. Later a demonstration meeting was held at the home of Mrs. Wm. Taylor when Miss Lu-Elsie Nagel demonstrated the preparation of vegetables for cold storage lockers.

Training School Attended By Many

RAYMONDVILLE—The Leadership Training School held in the First Presbyterian Church in Harlingen Sunday through Thursday night was attended by T. E. Halpin, the Rev. M. C. Yeargan, Mrs. R. W. Huff and Mrs. Yeargan.

There were 134 people enrolled with 640 student hours taken and 21 certificates awarded to those who completed courses.

The Rev. Wedall Crofoot was Dean of the school and the faculty included Mrs. W. L. Thorington of Taft, Rev. Archie Reed of Weslaco, Rev. Paul Edgar of Taft.

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PHARR—Frank Davis of Brownsville, Bob Dunham and Woodrow Wilson of McAllen, and O. E. Avery of Pharr, are among those from the Valley who attended the state convention of Dr. Pepper Bottling Company in San Antonio Thursday and Friday.

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Guests For Bridge

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Editor

Mrs. W. W. King, 410 E. Van Buren, who has been named drama editor for "Quest," a magazine for amateur writers, has requested that persons interested submit their manuscripts to her. "Quest," published at Ft. Smith, Ark., will publish short stories, serials, and one act plays. Miss Jessamine Fishback is editor. She also is editor of Song and Story magazine and writes script for radio programs. (Holbrook Studio)

Class Entertained By Mrs. Driebelbis

PHARR—Mrs. Levere Dreibelbis was hostess for a delightful party for members of the Fidelis Matrons' class of the First Baptist church Wednesday afternoon, in the reception room of the church.

Old fashioned parlor games formed the diversion for the afternoon. Refreshments of sandwiches, cookies and punch were served to Mesdames Garland Akin, W. F. Stewart, Jentche, F. Hoffer, A. B. Fields, Roy Dreibelbis, A. J. Flowers, L. R. Sims, and the hostess, Mrs. Levelr Dreibelbis.

VISIT PARENTS

EDCOUCH—Mr. and Mrs. H. V. Williamson and daughter, Rosalie, Brownsville, spent Wednesday with his parents, Mr. and Mrs. L. R. Williams.

Guest Tea To Present Art Exhibit

SAN BENITO—Members of the What-to-Read Club will entertain with their annual birthday tea Wednesday, February 19, at the home of Mrs. J. D. Casey in North Shore Park. The tea, an annual event, will be the club's guest day and will feature an art exhibit presenting the work of Robert K. Reed.

Fifteen watercolors by Mr. Reed will be on display. The subject include impressions from the interior of Mexico, marines near Port Isabel, and a number of Valley scenes as well as some still life.

Although Mr. Reed began his study of art only two and a half years ago, his work has received considerable recognition. He has exhibited at the Elizabet Ney Museum in Austin and at Texas A. & I., Kingsville and won prizes at the Valley Mid-Winter Fair in 1939 and 1940.

He has been a pupil of Eleanore Roth of Harlingen and also was a member of classes in art criticism conducted in the Valley by Harry deYoung and Harold Roney, both celebrated artists and teachers.

Special recognition will be given to the three charter members of the club who are still on the active list. They are Mrs. B. M. Sheffey, Mrs. W. W. Housewright, and Mrs. J. E. Ellis.

Supper Friday Night For Winter Visitors Is Pleasing Affair

HARLINGEN—Especially enjoyable among the series of weekly suppers sponsored by Harlingen club women for winter visitors was the chicken barbecue suppor served under the auspices of the Harlingen Garden Club Friday night at the Woman's Building. Mrs. G. A. Larson was dinner chairman, in charge of the preparation and serving of the savory repast.

The entertainment program that followed was directed by Mrs. Henry Carlisle. Dance numbers were given by pupils from the Elstner School of Dance; Miss Mary Elizabeth Challes and Mrs. Jim Koonce gave two piano numbers and Mrs. Dorothy Ferris Davis offered readings appropriate to the Garden Club theme.

Dinner Is Given For Guests In Pharr

PHARR—Honoring her daughter and son-in-law, Mrs. Fred Ratcliff and Sheriff Ratcliff of Garden City, Texas, Glasscock county, who left Thursday for their home following a visit here with relatives, Mrs. Zora Christie was hostess for a delightfully appointed luncheon at her home here Wednesday.

A variety of garden flowers were used to decorate the rooms and formed the centerpiece for the dining table.

Forming the guest list were Mr. and Mrs. W. F. Barnes and baby, of Tulsa, Oklahoma; Mrs. W. F. Barnes, Sr., Santa Anna, Texas; Mrs. Kiney Polk, McAllen; Mr. and Mrs. Edd Boler, Jr.; Mr. and Mrs. Alton Sumrall and daughter, Jean Frances; Miss Jewell Christie, Warren Christie of Garden City; Mr. and Mrs. Edd Boler, Sr.; Mrs. Clarence Adams of San Juan; the honored pair, Sheriff and Mrs. Fred Ratcliff of Garden City.

Silver Tea Held With Mrs. Stugard

SAN JUAN — Mrs. O. H. Stugard was hostess for a silver tea Thursday afternoon, at the pretty Stugard home, when students of Miss Leta Schwingel of McAllen, furnished the program of rhythm band music and readings. Mrs. J. C. Doedyns offered prayer.

At the close refreshments of cake, mints and coffee were served from a lace-covered table centered with sweet peas. The Valentine motif was carried out in all the decorations. Members of the serving committee were Mesdames Paul Reichert, Harold Crammer, A. B. Cron, Armour Moore and R. E. Williams.

GOES TO AUSTIN

DONNA—Ray G. Shelley, secretary of the board of directors of the Donna Citrus Exchange, drove to Austin Sunday afternoon where on Monday he addressed the "Convention of Dirt Farmers" assembled there.

GUESTS FROM ARKANSAS

PHARR—Mr. and Mrs. J. D. Lauck have as their house guests his brother-in-law and sister, Mr. and Mrs. J. W. Roberts of Mena, Ark.

Calendar

HARLINGEN

MONDAY

7:30 p. m. The Wilson Tract Parent-Teacher Association will hold a regular meeting when a Founders Day program will be presented.

3:30 p. m. Wm. B. Travis Parent-Teacher Association meets at the school at 3:30. Executive board Travis P.-T. A. meets at the school.

7:30 p. m. Chapter T. P.E.O. meets at the home of Mrs. J. W. Fonville.

3:30 p. m. Afflatus Club meets at the Woman's Building.

3 p. m. Rio Grande Valley Art League meets at the home of Mrs. S. M. Harvey.

TUESDAY

3 p. m. Baptist W.M.S. meets in circles as follows: One, with Mrs. Herman Watson, 1102 E. Monroe; two with Miss Lily Stroud, 402 E Van Buren; three with Mrs. Foster Tebbe, 310 So. 6th street; four with Mrs. Crockett Campbell, McLeod road; five with Mrs. L. C. White on the Combes highway.

3 p. m. Presbyterian Auxiliary circles meet as follows: One with Mrs. Sanford, 217 W. Pierce; two with Mrs. Jack Murray, 406 W. Buchanan; four with Mrs. Warren Uhrich, 814 E. Harrison.

9:30 a. m. Circle three, Presbyterian Auxiliary meets with Mrs A. J. Pollard, 1001 E. Tyler.

3:30 p. m. Circle five, Presbyterian Auxiliary meets with Mrs. Jack Cronenwett, 1019 E. Filmore.

3 p. m. Members of circles of Methodist Women's Society of Christian Service who have not completed the study on China meet at church.

WEDNESDAY

3:15 p. m. Harlingen Child Study Club meets at the home of Mrs O. R. Flinn with Mrs. Frank Dempsey as co-hostess.

9:30 a. m. Executive board, Fine Arts Club, meets at home of Mrs. Glen Miller.

3 p. m. Fine Arts Club meets at the Woman's Building.

THURSDAY

3 p. m. Study Club meets at the Woman's Building.

8 p. m. O.E.S. chapter meets at the Masonic Hall.

FRIDAY

11 a. m. Valley Garden Council meets at the Methodist Church.

8-10 p. m. Harlingen B.P.W. Club entertains with musical at Reese-Wil-Mond Hotel.

2 p. m. St. Alban's Episcopal Guild will entertain with benefit valentine bridge at the Woman's Building.

SATURDAY

12:30 noon. Valley Pan-Hellenic Society meets in the Cabana at the Madison Hotel for luncheon.

Mrs. Seth Kennedy Honoree For Shower

EDCOUCH—Mrs. Seth Kennedy was named honoree for a pretty shower courtesy with Mesdames Victor Holt, Monroe Watson, and Jeff Stokes as joint hostesses at the home of Mrs. Holt. Pretty sweetpeas were used to decorate the rooms, and formed the centerpiece for the lace-laid table.

The honoree received many lovely gifts.

Guest personnel included Mesdamse Victor Leggett, N. E. Pettit, F. M. Mattar, Roy Bowker, Bob Johnston, Henry Watson, Ben Mitchell, Hugo Dyal, Joe Clark, Ottis McDaniel, R. Jones, J. W. Murse, John George, and Misses Earline Willeford, Mary Archer, and Frances Gilman of Edcouch.

Mesdames Leon Joyce, Buster Shannon, Mike Eaker, Rip Condron, LaFeria; Mesdames Frank Denzar, Louis White and Tom Tom Perkins of Alamo; Mesdames Arthur Schwarz and Wendell Schwarz of Mercedes; Mrs. Dick Hodgson, Weslaco; Mesdames Lewis Fry, Coy Weaver, Joe Yarbro, and John Stokes, Elsa, and Clay Barnes, Harlingen.

Visiting Parents

MISSION—Miss Pamela Rankin arrived Tuesday for a week's visit with her parents, Mr. and Mrs. D. L. Rankin, and brother, Jack. She has been located for the past several months in St. Louis, Mo., with a stage production company.

Mrs. Lamb Is Chosen As President

SAN BENITO—Mrs. Al Lamb was elected president of the What-to-Read Club at a meeting Wednesday at the home of Mrs. M. B. Finley. Other officers named are Mrs. W. R. Brown, vice president; Mrs. F. L. Paschall, recording secretary; Mrs. H. V. Gordon, corresponding secretary; Mrs. M. B. Finley, treasurer; and Mrs. J. D. Casey, library representative.

Program for the day was on parliamentary procedure with Mrs. L. E. Pratt, parliamentarian.

Plans were made for the club's annual guest day tea to be held February 19 at the home of Mrs. Casey.

Present were Mesdames Pratt, Paschall, Wiley McConnell, Paul Hill, Al Lamb, Arthur Moore, M. B. Finley, W. R. Brown, W. J. Shidler, Jesse Welch, Harry Schneider, George Willson, W. W. Housewright, R. A. Ewing, George Gibson, and Billy Duncan.

Miss Geneva Palmer Honors Young Niece On Her Birthday

LOS FRESNOS — Miss Geneva Palmer entertained on Friday evening, with a Valentine party for her niece, Leta Mae Jennings, and a group of friends. The Valentine motif was noted in the decorations and roses and chrysanthemums were used at vantage points about the rooms.

Games of dominoes and chinese checkers furnished diversion for the evening.

Refreshments were served to Horace Skinner, Ercell Bearden, Dan Edward Cook, Doris Lipe, Semma Parker, A. V. Macomb, Albert Sanders, Cleburne Humphrey, Jim Graybill, Leon Hinkley, Thomas Smith, Edgar Locke, Leta Mae Jennings, and Jesse Whisenant.

Gift Of Flag Made To Girl Scouts

PHARR — Mrs. June Avery, leader of the Pharr Girl Scout troops, was notified Thursday, that an American flag is being purchased for the Girl Scouts, as a gift from J. W. Puckett, of the Texas State Highway Department.

The flag, 4x6 feet, will be of pure wool bunting, and will be presented to the troops, complete with a staff.

A large handmade equipment chest recently was presented to the Pharr Girl Scouts, as a gift from the Veterans of Foreign Wars. The chest which is about six feet by three, and standing approximately two feet in height, has a special compartment for the Troops flags, and is equipped with a locker.

Browne Tract Club Has Demonstration

RIO HONDO — The Brown Tract Club met at the home of Mrs. A. E. Gusler for a special meeting, with Mrs. Gusler acting as hostess, and Mrs. J. W. Loyd and Miss Nellie Jones as co-hostesses.

How to prepare vegetables for cold storage was demonstrated.

Present were Mesdames H. T. Banner, William Bendix, J. C. Barr, R. E. Baker, Leslie Carpenter, G. W. Day, C. L. Day, Bert Houghtaling, John Perkarske, C. C. Ricker, John J. Rhyner, D. E. White, and Reed Lang.

Guests were Mrs. Mattson, Mrs. J. R. Rhyner, and Mrs. Ted Howland.

The next meeting is to be at the home of Mrs. D. E. White, with Mrs. R. E. Baker and Mrs. John Perkarske as co-hostesses.

Red Cross Headquarters To Be Opened Shortly; List Of Workers Grows

HARLINGEN — Early opening of a headquarters and work room for the Red Cross is announced with the naming of new committees and workers for the recently received local quota for sewing and knitting for war victims. The Red Cross headquarters will be located in the gymnasium at the H. E. Butt home on Taylor, the use of the room being loaned by Mr. and Mrs. Butt who now reside in Corpus Christi.

All supplies will be distributed from the work center and finished work returned there.

Mrs. Lewis Boggus is chairman of the house committee and will be assisted by Mrs. R. W. Frush and Mrs. Earl Davis in management of the Red Cross headquarters room where both sewing and knitting will be carried out or materials distributed for work in the home or in groups.

Sewing Division

Mrs. Wills J. Carter will head the sewing division with Mrs. Claude E. Carter as co-chairman. Mrs. Gerald W. McKenna has announced. Day supervisors will be Mesdames Glenn Miller, R. Fulton Jones, Norman Clark, J. G. Koniakowsky, L. E. Stiernberg, and P. G. Greenwood.

Mrs. Joe Sellars will be chairman in charge of checking and packing.

Chairmen of Red Cross community committees are: Primera, Mrs. Bruce Ramsey; Rangerville, Mrs. W. A. Kaigler; Santa Rosa, Mrs. B. K. Dunlap; La Feria, Mrs. L. M. Vigness; North Stuart Place, Mrs. J. W. Mayfield; South Stuart Place, Mrs. Victor Gustafson and Mrs. Fred Hulings; Briggs-Coleman, Mrs. C. R. McInnis; and Combes, Mrs. T. J. Leyson.

Chairmen for church groups in Harlingen are: First Baptist church, Mrs. A. C. Pate; St. Alban's Episcopal Guild, Mrs. George Hosfeld; Presbyterian, Mrs. A. E. McClendon; Church of Christ, Mrs. Guy Leggett; St. Anthony's Catholic church, Mrs. Harry Yates; First Christian Church, Mrs. Joe Goodykoontz; St. Paul's Lutheran Church, Mrs. W. H. Kirschnick; Grace Lutheran, Mrs. E. O. Matz; Calvary Baptist, Mrs. Frank Cobb; and Methodist, Mrs. E. C. Bennet.

Many To Aid Knitting

Volunteers interested in assisting with knitting for the Red Cross are offering in increasing numbers, Mrs. J. J. Murray, director, has reported. A partial list includes:

Mesdames Roscoe Pryor, Margaret Curtiss, L. Pate, P. G. King, L. P. Halladay, John C. Myrick, Tyre H. Brown, Earl Clements, J. C. Watkins, W. J. Williams, S. J. Trotter, Wm. Briscoe, Guy Wilson, Wm. L. Trammell, Merlon J. Murray, J. W. Crawford, Wm. Penry, J. H. Rehmel, A. G. Purdy, W. W. Galloway, R. E. Moslander, Nate I. Koppel, I. G. Fox, Albert Wolf, Ray Jacobs, and J. W. Allen.

Valley Youth Claims Bride

HARLINGEN—Of interest to Harlingen friends of the bridegroom is announcement of the marriage of Miss Kate Black, daughter of Mr. and Mrs. F. C. Black of Roane, Texas, and Charlie Ray Nowlin of Harlingen. The ceremony took place at the home of Mr. and Mrs. A. C. Slate in Corsicana with only a few relatives and friends present.

The bride was dressed in navy blue and white and wore a shoulder corsage of white carnations.

Officiating for the ceremony was the Rev. John Wilder, pastor of the Calvary Baptist church of Harlingen.

The living room was decorated with baskets of white stock and white carnations.

A reception was held after the ceremony when the two-tiered wedding cake was cut by the bride.

After a wedding trip to several Texas towns the couple will reach Harlingen where they will establish their home.

Mrs. Nowlin was graduated from the Powell high school in 1939 and later attended Texas State College for Women in Denton. Mr. Nowlin was in the U. S. Navy for four years after graduating from Harlingen high school in 1933.

Ransomes Depart

BROWNSVILLE — Mr. and Mrs. Rufus Ransome and their son, Rufus, Jr., departed Thursday morning for San Antonio. They will spend one day in Austin, too, and plan to return to their home here Sunday.

"BUNNY" by Doris Dodson

ORIGINALS for JUNIORS

$7.98

A man catching thriller, young as a minute, slim as a needle. Soft angora wool stitched in row after row down the front of this original of Doris spun rayon. In Blue, Aqua and Rose. Sizes 9 to 15

BRASHER & JONES
Harlingen

THRIFTY SPECIAL

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$1.75 SIZE ½ LB. JAR

$1.00 EACH

LIMITED TIME ONLY

EMULSIFIED CLEANSING CREAM — for dry, thin, sensitive skins. Its fine emulsified oils cleanse beautifully, leave skin supple-smooth to touch.

PINK CLEANSING CREAM (Cold-Cream Type)—for normal or slightly dry skins. Fluffy-light. Coaxes skin to look radiantly fresh. Grand for young complexions.

LIQUIFYING CLEANSING CREAM — for normal or oily skins. Thoroughly cleanses away clogging dirt, surplus oil. Skin looks finer, dewy-clean.

MAIL ORDER COUPON
Central Drug, Harlingen
Please send me.....Jars Tussy Cleansing Cream (specify kind) at $1.00 each.
Charge..... Cash..... Money Order..... C.O.D.....
Name .....
Address .....

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Central Drug
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VALENTINE
LITTLE FLOWER SHOP
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Close-Out Sale
PIANOS
We are closing out the piano stock of the Cooper Piano Co., at wholesale prices, rather than ship them.

BALDWINS
GRANDS
CONSOLES
STUDIOS

If you want a real piano bargain, see these.

Now on Sale at—
111 No. A, Harlingen
ALAMO PIANO CO.

"Cedar Crest"
HATS — AS enchanting as Spring itself!
Hand Made, Individually Styled
Especially suited to Southern and resort fashions are the styles and materials in Cedar Crest millinery . . . Felts and straws including cellophane straw.
$5.95 To $7.50
Other Lines Millinery Priced from $2.00 Up
Eggum's
18 S. Main St. McALLEN
Texas & 3rd MERCEDES

Advance Spring Styles

The Smart Dull Chic Of Gabardine—
. . . in black or blue; high or medium heel; large variety of styles —and a wide range of widths.

Andora $6.75

Hi Beam $6.75

Others at $5.00

Also Attractive Selection of Gleaming PATENTS

PURYEAR'S SHOE STORE
9 South Main St. McAllen

Noted Guests Entertained In Edcouch

EDCOUCH — Mr. and Mrs. Hoke McKim had as their guests Wednesday, Dr. and Mrs. J. A. Linke of Washington, D. C., who are spending their vacation in the Valley. Dr. Linke, who is in Texas to officially inspect the 140 units of the various "National Preparedness Defense Projects" is national chief of Agricultural Service of the U. S. A. and national adviser of the F. F. A. Chapters.

While in Edcouch, Dr. Linke inspected the local National Preparedness Defense unit which is the only one of its kind in the Rio Grande Valley.

The visitors were also taken on a tour to points of interest in the community.

Recently, the McKims were the guests of Dr. and Mrs. Linke at the Windsor Courts in McAllen where they were located during their visit in the Valley.

J. A. Wade has received announcement of the wedding of his granddaughter, Miss La Verne Wade of Hedley, who was married Saturday, February 1, to Herbert Hoover Harrison of Hedley, at 10:00 o'clock in the morning. The bride's other grandfather, Rev. Crawford, officiating. Mrs. Harrison is a former resident of Edcouch having lived here with her parents at two different times.

Founder's Day will be observed with Mrs. R. W. Snyder presenting a special program at the meeting of the Edcouch-Elsa Parent-Teacher Association Tuesday, February 11 at 3:15 p.m.

The regular program will be "Singers and Their Songs" with Mrs. John Carr, Miss Mary Alice Gay and M. D. Shepherd discussing briefly the present-day artists and their songs.

An Executive Board meeting will be held preceeding the regular session.

Convenients Centers for the Kitchen will form the subject for a demonstration when the Lone Star Club Home Demonstration Club members meet Thursday, February 13, at the home of Mrs. John D. Pickens in Elsa.

Circle meetings for the Women's Missionary Union of the Baptist Church will be held next week as follows: Mrs. R. F. Peters, Elsa; Mrs. Carl Poignee, Edcouch; Mrs. R. O. Wade, LaVilla. Meeting place for the Monte Alto circle was not announced at the Monday meeting held at the church with Mrs. J. Y. Rohr, president, in charge.

Apron Party Is Unique

HARLINGEN — Especially enjoyable was the penny apron party held by the O.E.S. chapter Thursday night at the Masonic Hall with a large number of members and guests present. After the opening ritual of the pledge of allegiance to the flag, the group sang America and other patriotic songs led by Mrs. Jennie Bennett and Mrs. Celia Fristoe with Mrs. Mabel Lee Perry at the piano.

Highlight of the evening was the "apron parade," with each member wearing her apron and dropping pennies into the "treasure pot." Sale of the aprons followed.

A vote contest was held to select the "best looking" lady and "best looking" man, prizes going to Mrs. Wanda Wicker and Grover Brown.

Fudge was sold by the past matrons group, the candy having been made from a recipe sent in an apron pocket by Mrs. Nancy Riviere, 75-year old resident of the O. E. S. Home at Arlington.

Mrs. Mary Bowers, worthy matron, and Grover Brov worthy patron, were on the reception committee.

Pie and coffee were served by Mesdames Sarah Brindley, Hettie Withers, Rose Adolph, Ella Johnson, and Wanda Wicker.

Pennsylvania Club Has Installation

SAN BENITO — The club's annual religious program will be presented at the meeting of the Pennsylvania Avenue Club to be held Thursday, February 13, at the home of Mrs. Margaret Yost.

At the recent luncheon meeting held at the home of Mrs. M. A. Baird, officers for the new year were installed. They are Mrs. Clifford Clark, president;; Mrs. Arthur Anderson, secretary; and Mrs. Yost, treasurer. Later a demonstration meeting was held at the home of Mrs. Wm. Taylor when Miss Lu-Elsie Nagel demonstrated the preparation of vegetables for cold storage lockers.

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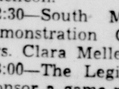
Close-Out Sale

PIANOS

We are closing out the piano stock of the Cooper Piano Co., at wholesale prices, rather than ship them.



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ALAMO PIANO CO.

Editor

Mrs. W. W. King, 410 E. Van Buren, who has been named drama editor for "Quest," a magazine for amateur writers, has requested that persons interested submit their manuscripts to her. "Quest," published at Ft. Smith, Ark., will publish short stories, serials, and one act plays. Miss Jessamine Fishback is editor. She also is editor of Song and Story magazine and writes script for radio programs. (Holbrook Studio)

Class Entertained By Mrs. Driebelbis

PHARR—Mrs. Levere Dreibelbis was hostess for a delightful party for members of the Fidelis Matrons' class of the First Baptist church Wednesday afternoon, in the reception room of the church.

Old fashioned parlor games formed the diversion for the afternoon. Refreshments of sandwiches, cookies and punch were served to Mesdames Garland Akin, W. F. Stewart, Jentche, F. Hoffer, A. B. Fields, Roy Dreibelbis, A. J. Flowers, L. R. Sims, and the hostess, Mrs. Levelr Dreibelbis.

VISIT PARENTS

EDCOUCH—Mr. and Mrs. H. V. Williamson and daughter, Rosalie, Brownsville, spent Wednesday with his parents, Mr. and Mrs. L. R. Williams.

Guest Tea To Present Art Exhibit

SAN BENITO—Members of the What-to-Read Club will entertain with their annual birthday tea Wednesday, February 19, at the home of Mrs. J. D. Casey in North Shore Park. The tea, an annual event, will be the club's guest day and will feature an art exhibit presenting the work of Robert K. Reed.

Fifteen watercolors by Mr. Reed will be on display. The subject include impressions from the interior of Mexico, marines near Port Isabel, and a number of Valley scenes as well as some still life.

Although Mr. Reed began his study of art only two and a half years ago, his work has received considerable recognition. He has exhibited at the Elizabet Ney Museum in Austin and at Texas A. & I., Kingsville and won prizes at the Valley Mid-Winter Fair in 1939 and 1940.

He has been a pupil of Eleanore Roth of Harlingen and also was a member of classes in art criticism conducted in the Valley by Harry deYoung and Harold Roney, both celebrated artists and teachers.

Special recognition will be given to the three charter members of the club who are still on the active list. They are Mrs. B. M. Sheffey, Mrs. W. W. Housewright, and Mrs. J. P. Ellis.

Supper Friday Night For Winter Visitors Is Pleasing Affair

HARLINGEN—Especially enjoyable among the series of weekly suppers sponsored by Harlingen club women for winter visitors was the chicken barbecue suppor served under the auspices of the Harlingen Garden Club Friday night at the Woman's Building. Mrs. G. A. Larson was dinner chairman, in charge of the preparation and serving of the savory repast.

The entertainment program that followed was directed by Mrs. Henry Carlisle. Dance numbers were given by pupils from the Elstner School of Dance; Miss Mary Elizabeth Challes and Mrs. Jim Koonce gave two piano numbers and Mrs. Dorothy Ferris Davis offered readings appropriate to the Garden Club theme.

Dinner Is Given For Guests In Pharr

PHARR—Honoring her daughter and son-in-law, Mrs. Fred Ratcliff and Sheriff Ratcliff of Garden City, Texas, Glasscock county, who left Thursday for their home following a visit here with relatives, Mrs. Zora Christie was hostess for a delightfully appointed luncheon at her home here Wednesday.

A variety of garden flowers were used to decorate the rooms and formed the centerpiece for the dining table.

Forming the guest list were Mr. and Mrs. W. F. Barnes and baby, of Tulsa, Oklahoma; Mrs. W. F. Barnes, Sr., Santa Anna, Texas; Mrs. Kiney Polk, McAllen; Mr. and Mrs. Edd Boler, Jr.; Mr. and Mrs. Alton Sumrall and daughter, Jean Frances; Miss Jewell Christie, Warren Christie of Garden City; Mr. and Mrs. Edd Boler, Sr.; Mrs. Clarence Adams of San Juan; the honored pair, Sheriff and Mrs. Fred Ratcliff of Garden City.

Silver Tea Held With Mrs. Stugard

SAN JUAN — Mrs. O. H. Stugard was hostess for a silver tea Thursday afternoon, at the pretty Stugard home, when students of Miss Leta Schwingel of McAllen, furnished the program of rhythm band music and readings. Mrs. J. C. Doedyns offered prayer.

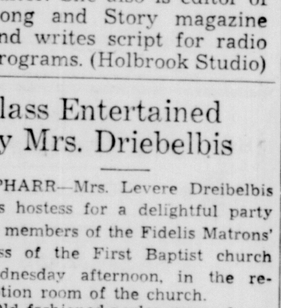
At the close refreshments of cake, mints and coffee were served from a lace-covered table centered with sweet peas. The Valentine motif was carried out in all the decorations. Members of the serving committee were Mesdames Paul Reichert, Harold Crammer, A. B. Cron, Armour Moore and R. E. Williams.

GOES TO AUSTIN

DONNA—Ray G. Shelley, secretary of the board of directors of the Donna Citrus Exchange, drove to Austin Sunday afternoon where on Monday he addressed the "Convention of Dirt Farmers" assembled there.

GUESTS FROM ARKANSAS

PHARR—Mr. and Mrs. J. D. Lauck have as their house guests his brother-in-law and sister, Mr. and Mrs. J. W. Roberts of Mena, Ark.



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Calendar

HARLINGEN

MONDAY

7:30 p. m. The Wilson Tract Parent-Teacher Association will hold a regular meeting when a Founders Day program will be presented.

3:30 p. m. Wm. B. Travis Parent-Teacher Association meets at the school at 3:30. Executive board Travis P.-T. A. meets at the school

7:30 p. m. Chapter T, P.E.O. meets at the home of Mrs. J. W Fonville.

3:30 p. m. Afflatus Club meets at the Woman's Building.

3 p. m. Rio Grande Valley Art League meets at the home of Mrs. S. M. Harvey.

TUESDAY

3 p. m. Baptist W.M.S. meets in circles as follows: One, with Mrs. Herman Watson, 1102 E. Monroe; two with Miss Lily Stroud, 402 E Van Buren; three with Mrs. Foster Tebbe, 310 So. 6th street; four with Mrs. Crockett Campbell, McLeod road; five with Mrs. L. C. White on the Combes highway.

3 p. m. Presbyterian Auxiliary circles meet as follows: One with Mrs. Sanford, 217 W. Pierce; two with Mrs. Jack Murray, 406 W Buchanan; four with Mrs. Warren Uhrich, 814 E. Harrison.

9:30 a. m. Circle three, Presbyterian Auxiliary meets with Mrs A. J. Pollard, 1001 E. Tyler.

3:30 p. m. Circle five, Presbyterian Auxiliary meets with Mrs. Jack Cronenwett, 1019 E. Filmore.

3 p. m. Members of circles of Methodist Women's Society of Christian Service who have not completed the study on China meet at church.

WEDNESDAY

3:15 p. m. Harlingen Child Study Club meets at the home of Mrs O. R. Flinn with Mrs. Frank Dempsey as co-hostess.

9:30 a. m. Executive board, Fine Arts Club, meets at home of Mrs. Glen Miller.

3 p. m. Fine Arts Club meets at the Woman's Building.

THURSDAY

3 p. m. Study Club meets at the Woman's Building.

8 p. m. O.E.S. chapter meets at the Masonic Hall.

FRIDAY

11 a. m. Valley Garden Council meets at the Methodist Church.

8-10 p. m. Harlingen B.P.W. Club entertains with musical at Reese-Wil-Mond Hotel.

2 p. m. St. Alban's Episcopal Guild will entertain with benefit valentine bridge at the Woman's Building

SATURDAY

12:30 noon. Valley Pan-Hellenic Society meets in the Cabana at the Madison Hotel for luncheon.

Mrs. Seth Kennedy Honoree For Shower

EDCOUCH—Mrs. Seth Kennedy was named honoree for a pretty shower courtesy with Mesdames Victor Holt, Monroe Watson, and Jeff Stokes as joint hostesses at the home of Mrs. Holt. Pretty sweetpeas were used to decorate the rooms, and formed the centerpiece for the lace-laid table.

The honoree received many lovely gifts.

Guest personnel included Mesdamse Victor Leggett, N. E. Pettit, F. M. Mattar, Roy Bowker, Bob Johnston, Henry Watson, Ben Mitchell, Hugo Dyal, Joe Clark, Ottis McDaniel, R. Jones, J. W. Murse, John George, and Misses Earline Willeford, Mary Archer, and Frances Gilman of Edcouch.

Mesdames Leon Joyce, Buster Shannon, Mike Eaker, Rip Condron, LaFeria; Mesdames Frank Denzar, Louis White and Tom Tom Perkins of Alamo; Mesdames Arthur Schwarz and Wendell Schwarz of Mercedes; Mrs. Dick Hodgson, Weslaco; Mesdames Lewis Fry, Coy Weaver, Joe Yarbro, and John Stokes, Elsa, and Clay Barnes, Harlingen.

Visiting Parents

MISSION—Miss Pamela Rankin arrived Tuesday for a week's visit with her parents, Mr. and Mrs. D. L. Rankin, and brother, Jack. She has been located for the past several months in St. Louis, Mo., with a stage production company.

Mrs. Lamb Is Chosen As President

SAN BENITO—Mrs. Al Lamb was elected president of the What-to-Read Club at a meeting Wednesday at the home of Mrs. M. B. Finley. Other officers named are Mrs. W. R. Brown, vice president; Mrs. F. L. Paschall, recording secretary; Mrs. H. V. Gordon, corresponding secretary; Mrs. M. B. Finley, treasurer; and Mrs. J. D. Casey, library representative.

Program for the day was on parliamentary procedure with Mrs. L. E. Pratt, parliamentarian.

Plans were made for the club's annual guest day tea to be held February 19 at the home of Mrs. Casey.

Present were Mesdames Pratt, Paschall, Wiley McConnell, Paul Hill, Al Lamb, Arthur Moore, M. B. Finley, W. R. Brown, W. J. Shidler, Jesse Welch, Harry Schneider, George Willson, W. W. Housewright, R. A. Ewing, George Gibson and Billy Duncan.

Miss Geneva Palmer Honors Young Niece On Her Birthday

LOS FRESNOS — Miss Geneva Palmer entertained on Friday evening, with a Valentine party for her niece, Leta Mae Jennings, and a group of friends. The Valentine motif was noted in the decorations and roses and chrysanthemums were used at vantage points about the rooms.

Games of dominoes and chinese checkers furnished diversion for the evening.

Refreshments were served to Horace Skinner, Ercell Bearden, Dan Edward Cook, Doris Lipe, Semma Parker, A. V. Macomb, Albert Sanders, Cleburne Humphrey, Jim Graybill, Leon Hinkley, Thomas Smith, Edgar Locke, Leta Mae Jennings, and Jesse Whisenant.

Gift Of Flag Made To Girl Scouts

PHARR — Mrs. June Avery, leader of the Pharr Girl Scout troops, was notified Thursday, that an American flag is being purchased for the Girl Scouts, as a gift from J. W. Puckett, of the Texas State Highway Department.

The flag, 4x6 feet, will be of pure wool bunting, and will be presented to the troops, complete with a staff.

A large handmade equipment chest recently was presented to the Pharr Girl Scouts, as a gift from the Veterans of Foreign Wars. The chest which is about six feet by three, and standing approximately two feet in height, has a special compartment for the Troops flags, and is equipped with a locker.

Browne Tract Club Has Demonstration

RIO HONDO — The Brown Tract Club met at the home of Mrs. A. E. Gusler for a special meeting, with Mrs. Gusler acting as hostess, and Mrs. J. W. Loyd and Miss Nellie Jones as co-hostesses.

How to prepare vegetables for cold storage was demonstrated.

Present were Mesdames H. T. Banner, William Bendix, J. C. Barr, R. E. Baker, Leslie Carpenter, G. W. Day, C. L. Day, Bert Houghtaling, John Perkarske, C. C. Ricker, John J. Rhyner, D. E. White, and Reed Lang.

Guests were Mrs. Mattson, Mrs. J. R. Rhyner, and Mrs. Ted Howland.

The next meeting is to be at the home of Mrs. D. E. White, with Mrs. R. E. Baker and Mrs. John Perkarske as co-hostesses.

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. . . in black or blue; high or medium heel; large variety of styles —and a wide range of widths.

Hi Beam $6.75

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Red Cross Headquarters To Be Opened Shortly; List Of Workers Grows

HARLINGEN — Early opening of a headquarters and work room for the Red Cross is announced with the naming of new committees and workers for the recently received local quota for sewing and knitting for war victims. The Red Cross headquarters will be located in the gymnasium at the H. E. Butt home on Taylor, the use of the room being loaned by Mr. and Mrs. Butt who now reside in Corpus Christi.

All supplies will be distributed from the work center and finished work returned there.

Mrs. Lewis Boggus is chairman of the house committee and will be assisted by Mrs. R. W. Frush and Mrs. Earl Davis in management of the Red Cross headquarters room where both sewing and knitting will be carried out or materials distributed for work in the home or in groups.

Sewing Division

Mrs. Wills J. Carter will head the sewing division with Mrs. Claude E. Carter as co-chairman, Mrs. Gerald W. McKenna has announced. Day supervisors will be Mesdames Glenn Miller, R. Fulton Jones, Norman Clark, J. G. Koniakowsky, L. E. Stiernberg, and P. G. Greenwood.

Mrs. Joe Sellars will be chairman in charge of checking and packing.

Chairmen of Red Cross community committees are: Primera, Mrs. Bruce Ramsey; Rangerville, Mrs. W. A. Kaigler; Santa Rosa, Mrs. B. K. Dunlap; La Feria, Mrs. L. M. Vigness; North Stuart Place, Mrs. J. W. Mayfield; South Stuart Place, Mrs. Victor Gustafson and Mrs. Fred Hulings; Briggs-Coleman, Mrs. C. R. McInnis; and Combes, Mrs. T. J. Leyson.

Chairmen for church groups in Harlingen are: First Baptist church, Mrs. A. C. Pate; St. Alban's Episcopal Guild, Mrs. George Hosfeld; Presbyterian, Mrs. A. E. McClendon; Church of Christ, Mrs. Guy Leggett; St. Anthony's Catholic church, Mrs. Harry Yates; First Christian Church, Mrs. Joe Goodykoontz; St. Paul's Lutheran Church, Mrs. W. H. Kieschnick; Grace Lutheran, Mrs. E. O Matz; Calvary Baptist, Mrs. Frank Cobb; and Methodist, Mrs. E. C. Bennet.

Many To Aid Knitting

Volnnteers interested in assisting with knitting for the Red Cross are offering in increasing numbers, Mrs. J. J. Murray, director, has reported. A partial list includes:

Mesdames Roscoe Pryor, Margaret Curtiss, L. Pate, P. G. King, L. P. Halladay, John C. Myrick, Tyre H. Brown, Earl Clements, J. C. Watkins, W. J. Williams, S. J. Trotter, Wm. Briscoe, Guy Wilson, Wm. L. Trammell, Menton J. Murray, J. W. Crawford, Wm. Penry, J. H. Rehmet, A. G. Purdy, W. W. Galloway, R. E. Moslander, Nate I. Koppel, I. G. Fox, Albert Wolf, Ray Jacobs, and J. W. Allen.

Valley Youth Claims Bride

HARLINGEN—Of interest to Harlingen friends of the bridegroom is announcement of the marriage of Miss Kate Black, daughter of Mr and Mrs. F. C. Black of Roane, Texas, and Charlie Ray Nowlin of Harlingen. The ceremony took place at the home of Mr. and Mrs. A. C. Slate in Corsicana with only a few relatives and friends present.

The bride was dressed in navy blue and white and wore a shoulder corsage of white carnations.

Officiating for the ceremony was the Rev. John Wilder, pastor of the Calvary Baptist church of Harlingen.

The living room was decorated with baskets of white stock and white carnations.

A reception was held after the ceremony when the two-tiered wedding cake was cut by the bride.

After a wedding trip to several Texas towns the couple will reach Harlingen where they will establish their home.

Mrs. Nowlin was graduated from the Powell high school in 1939 and later attended Texas State College for Women in Denton. Mr. Nowlin was in the U. S. Navy for four years after graduating from Harlingen high school in 1932.

Ransomes Depart

BROWNSVILLE — Mr. and Mrs. Rufus Ransome and their son, Rufus, Jr., departed Thursday morning for San Antonio. They will spend one day in Austin, too, and plan to return to their home here Sunday.

THRIFTY SPECIAL

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$1.00 EACH

LIMITED TIME ONLY

EMULSIFIED CLEANSING CREAM — for dry, thin, sensitive skins. Its fine emulsified oils cleanse beautifully, leave skin supple-smooth to touch.

PINK CLEANSING CREAM (Cold-Cream Type)—for normal or slightly dry skins. Fluffy-light. Coaxes skin to look radiantly fresh. Grand for young complexions.

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"BUNNY" by Doris Dodson

ORIGINALS for JUNIORS

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A man catching thriller, young as a minute, slim as a needle. Soft angora wool stitched in row after row down the front of this original of Doris spun rayon. In Blue, Aqua and Rose. Sizes 9 to 15

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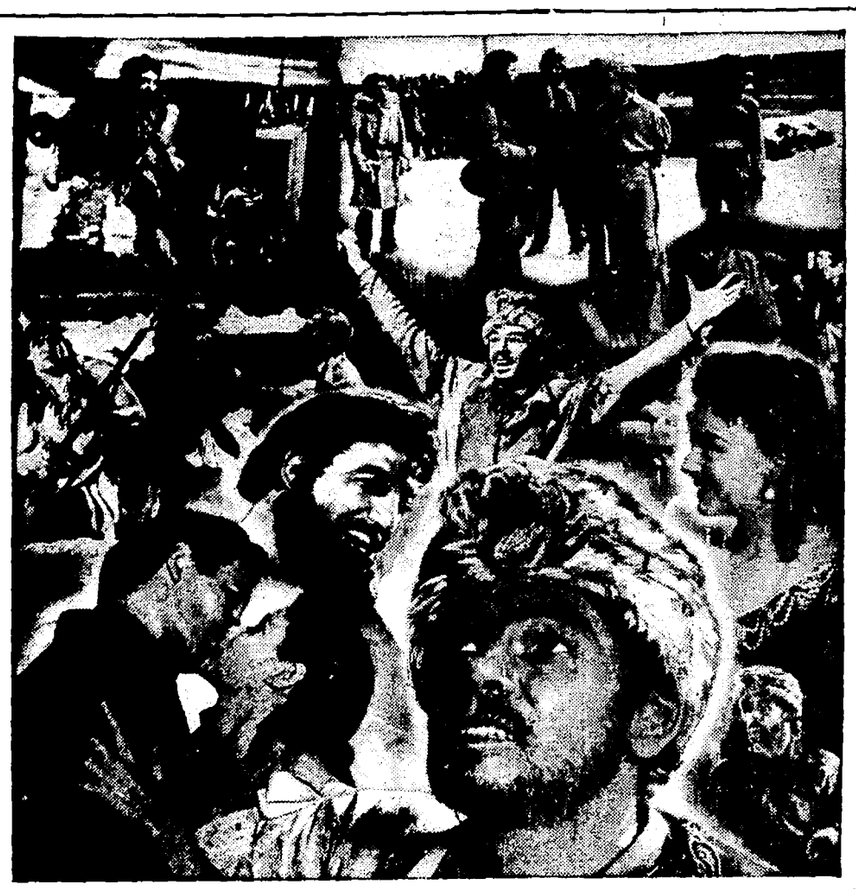
Harlingen

Screen Calendar NEWS OF LATEST MOTION PICTURES Current Films



HUDSON'S BAY—Above is a composite of scenes from the spectacular screen production "Hudson's Bay," starring Paul Muni, Gene Tierney, Laird Cregar, Virginia Field and John Sutton. "Hudson's Bay" is booked for showing Sunday and Monday at the Palace Theatre in McAllen and the Ritz Theatre in Weslaco and at the State Theatre in Mercedes, Thursday and Friday.

SANTA FE TRAIL—Errol Flynn, who is co-starred with Olivia de Havilland, Raymond Massey, Ronald Reagan and Alan Hale in "Santa Fe Trail," booked for showing Sunday and Monday at the Rivoli Theatre in San Benito.

THE PHILADELPHIA STORY—The above scenes are from Philip Barry's hilarious comedy hit "The Philadelphia Story," co-starring Cary Grant, Katharine Hepburn, James Stewart, Ruth Hussey and John Howard. "The Philadelphia Story" is booked for showing Sunday and Monday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville; Thursday, Friday and Saturday at the Ritz Theatre in Weslaco and at the State Theatre in Mercedes for an extended engagement starting Saturday.

Humphrey Bogart And Ida Lupino Are Co-Starred In Thrilling Film Drama

'High Sierra' Booked At Valley Theatres

The peak in thrilling screen entertainment is reached in the picturization of W. R. Burnett's best-selling novel, "High Sierra," which co-stars Humphrey Bogart and Ida Lupino.

Although Bogart carries a gun, an unsmiling face and a prison record all through the picture it isn't a gangster story. He introduces the character of Roy Earl, one of the strangest men in the annals of American crime termed by the author "The last of the Dillinger Gang." Roy Earl lives that description as he moves across the screen in the person of Bogart.

"High Sierra" is booked for showing Thursday, Friday and Saturday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville.

'Invisible Woman' Is Comedy

Lovely Virginia Bruce is cast in the role of "the little girl who wasn't there" in the new screen comedy "The Invisible Woman" which features John Barrymore, John Howard, Charlie Ruggles and Oscar Homolka in supporting roles.

Barrymore portrays an eccentric scientist who invents a machine which renders human beings invisible. Miss Bruce is the attractive subject for his successful experiments, and Howard enacts a wealthy playboy who finances the venture.

The "machine" also plays an important part in the picture's exciting laboratory by henchmen of a fugitive gangster, Oscar Homolka.

"The Invisible Woman" is booked for showing Tuesday and Wednesday at the Ritz Theatre in Weslaco and at the Palace Theatre in McAllen, Thursday, Friday and Saturday.

Fred Astaire In New Film

Fred Astaire has a new dancing partner in the person of Paulette Goddard in his latest starring picture "Second Chorus," which is booked for showing Friday and Saturday at the Rivoli Theatre in San Benito.

"Phantom Submarine" At Rialto

A timely and tensely dramatic new film release is "The Phantom Submarine," co-starring Bruce Bennett and Anita Louise.

"The Phantom Submarine" is booked for showing today only at the Rialto Theatre in Harlingen.

Aldrich Family In New Film

The Aldrich Family is probably the best known group ever devised in fiction. First they became the idol of millions through their regular radio appearances. While still on the air, a play was written around them titled "What a Life" and also made into a picture starring Jackie Cooper.

The second screen appearance of the popular family is in "Life With Henry," which again stars Jackie Cooper with Leila Ernst, Eddie Bracken and Hedda Hopper in supporting roles.

"Life With Henry" is booked for showing Tuesday and Wednesday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville, Tuesday and Wednesday.

REX MERCEDES
SUNDAY ONLY
LLOYD NOLAN
IN
"MICHAEL SHANE, DETECTIVE"
WITH
MARJORIE WEAVER

RITZ WESLACO
TODAY—MONDAY
PAUL MUNI
with GENE TIERNEY LAIRD CREGAR JOHN SUTTON
HUDSON'S BAY

STATE MERCEDES
TODAY—MONDAY

QUEEN BROWNSVILLE
SUNDAY ONLY
THE "DEAD END" KIDS
IN
"GIVE US WINGS"

RIALTO HARLINGEN
SUNDAY ONLY
BRUCE BENNETT
IN
"THE PHANTOM SUBMARINE"
WITH
ANITA LOUISE

STRAND HARLINGEN
SUNDAY—MONDAY
Claudette COLBERT
IN
"ARISE MY LOVE"
WITH
RAY MILLAND

QUEEN McALLEN
SUNDAY ONLY
Penny SINGLETON
IN
"BLONDIE PLAYS CUPID"
WITH
ARTHUR LAKE

GEM WESLACO
SUNDAY ONLY
"DEAD END" KIDS
IN
"GIVE US WINGS"
WITH
HUNTZ HALL

RIVOLI SAN BENITO
TODAY MONDAY
AN EPIC OF COURAGE!
Sweeping to the screen in all the adventurous spirit of the nation's most colorful era!'
Errol FLYNN
and
Olivia de HAVILLAND
in
Santa Fe Trail
with
Raymond Massey
Ronald Reagan
Alan Hale

EXTRA:
CARTOON—NOVELTY
PARAMOUNT NEWS

PALACE McALLEN
TODAY MONDAY
Romance
THAT SPANNED TWO CONTINENTS . . .
Drama
AT ITS MIGHTIEST!

PAUL MUNI
in
HUDSON'S BAY
with GENE TIERNEY
EXTRA:
PARAMOUNT NEWS
BAND ACT & NOVELTY
LAIRD CREGAR
JOHN SUTTON
VIRGINIA FIELD
VINCENT PRICE
NIGEL BRUCE

Current Films

SUNDAY, FEBRUARY 9, 1941

EXCLUSIVE Philadelphia Society and its dislike for publicity is hauled out into the open in the screen version of Philip Barry's hilarious comedy success "The Philadelphia Story," in which Katharine Hepburn, Cary Grant, James Stewart and Ruth Hussey share co-starring honors.

The story is that of an heiress with high standards who looks down on ordinary humans and their weaknesses, but the husband she divorced for his weaknesses shows up in time to stop her from marrying another man and the way he does it is most hilarious.

"The Philadelphia Story" is booked for showing today and Monday at the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville; Thursday, Friday and Saturday at the Ritz Theatre in Weslaco and for an extended engagement at the State Theatre in Mercedes starting next Saturday.

"SANTA FE TRAIL" IS EPIC OF PIONEER WEST

ERROL FLYNN and Olivia de Havilland share co-starring honors in "Santa Fe Trail" which is booked for showing today and Monday at the Rivoli Theatre in San Benito.

"SANTA FE TRAIL" is an inspiring story of the pioneer West, revealing one of the most exciting chapters of history.

Where the railroad and civilization ended, the Santa Fe Trail began, and there, in the era just preceding the Civil War, was lived one of the lusty, lawless episodes in the nation's history. Principals in the action are the dauntless Flynn as Jeb Stuart, famous cavalry commander of Uncle Sam's forces; Raymond Massey as the infamous John Brown, whose terrifying mission it was to create an empire of his own within the United States; Ronald Reagan as Gen. George Custer, one of the most valiant soldiers of all time.

PAUL MUNI IS STARRED IN "HUDSON'S BAY"

AN ENTIRELY different Paul Muni is seen in the spectacular screen epic "Hudson's Bay" which is booked for showing Sunday and Monday at the Ritz Theatre in Weslaco, Palace Theatre in McAllen and the State Theatre in Mercedes Thursday and Friday.

Starred as Pierre Radison renegade trader and rogue, Muni turns in a performance in "Hudson's Bay" which is rated as the best of his long career. The story depicts the thrilling adventure of the fabulous figure who saved a great domain for his ruler who had ordered him hanged.

The featured supporting cast to Muni includes Gene Tierney, Laird Cregar, John Sutton, Virginia Field and Vincent Knight.

THE LANE SISTERS SEEN IN NEW FILM

THE LATEST of the popular and entertaining "Four Daughters" series is "Four Mothers" to be seen Sunday and Monday at the State Theatre in Mercedes and at the Palace Theatre in McAllen Tuesday and Wednesday.

The cast stars the Lane sisters, Priscilla, Rosemary and Lola together with Gale Page as the Four Mothers. Adam Lemp, honest, respected citizen of Briarwood and devotee of Beethoven, is played by that grand actor, Claude Rains. His wise, philosophical sister, Aunt Etta, is portrayed by May Robson. Jeffrey Lynn, Eddie Albert, Frank McHugh and Dick Foran are cast as the husbands who are ideally suited to their wives.

VALLEY SCREEN CALENDAR

CAPITOL THEATRE, BROWNSVILLE

SUNDAY, MONDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.

TUESDAY, WEDNESDAY: The Aldrich Family in "Life With Henry," starring Jackie Cooper, Leila Ernst and Eddie Bracken.

THURSDAY, FRIDAY, SATURDAY: Ida Lupino and Humphrey Bogart in "High Sierra" with Alan Curtis and Joan Leslie.

QUEEN THEATRE, BROWNSVILLE

SUNDAY ONLY: The Dead End Kids in "Give Us Wings" with Little Tough Guys, Billy Halop, Huntz Hall and Gabriel Dell.

MONDAY, TUESDAY: Ann Rutherford and Wallace Beery in "Wyoming."

WEDNESDAY, THURSDAY: Shirley Temple in "The Young People" with Charlotte Greenwood, Jack Oakie and Arleen Whalen.

FRIDAY, SATURDAY: Charles Starrett as "The Pinto Kid" with Louise Currie and the Sons of the Pioneers.

RIVOLI THEATRE, SAN BENITO

SUNDAY, MONDAY: Olivia de Havilland and Errol Flynn in "The Santa Fe Trail" with Raymond Massey, Ronald Reagan and Alan Hale.

TUESDAY ONLY: Mary Lee and Rufe Davis in "Barnyard Follies" with Hall (Alfalfa) Switzer.

WEDNESDAY, THURSDAY: Ann Sothern and Lew Ayres in "Maisie Was A Lady" with Maureen O'Sullivan and C. Aubrey Smith.

FRIDAY, SATURDAY: Paulette Goddard and Fred Astaire in "Second Chorus" with Artie Shaw and his band and Burgess Meredith.

ARCADIA THEATRE, HARLINGEN

SUNDAY, MONDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.

TUESDAY, WEDNESDAY: The Aldrich Family in "Life With Henry," starring Jackie Cooper, Leila Ernst and Eddie Bracken.

THURSDAY, FRIDAY, SATURDAY: Ida Lupino and Humphrey Bogart in "High Sierra" with Alan Curtis and Joan Leslie.

RIALTO THEATRE, HARLINGEN

SUNDAY ONLY: Anita Louise and Bruce Bennett in "The Phantom Submarine" with Oscar O'Shea and John Tyrrell.

MONDAY, TUESDAY: Ellen Drew and Dick Powell in "Christmas in July" with Raymond Walburn and William Demarest.

WEDNESDAY, THURSDAY: Brenda Marshall and Jeffrey Lynn in "Money and the Woman."

FRIDAY, SATURDAY: Carol Hughes and Roy Rogers in "The Border Legion" with George "Gabby" Hayes.

STRAND THEATRE, HARLINGEN

SUNDAY, MONDAY: Claudette Colbert and Ray Milland in "Arise My Love."

TUESDAY, WEDNESDAY: Norma Shearer and Robert Taylor in "Escape."

THURSDAY, FRIDAY: Geraldine Fitzgerald and George Brent in "South of Suez" with Brenda Marshall.

SATURDAY ONLY: "Hombre O Demonio" (Spanish Language Film).

RITZ THEATRE, WESLACO

SUNDAY, MONDAY: Paul Muni in "Hudson's Bay" with Gene Tierney, Laird Cregar, Virginia Field and John Sutton.

TUESDAY, WEDNESDAY: Virginia Bruce and John Barrymore in "The Invisible Woman" with John Howard, Charlie Ruggles and Oscar Homolka.

THURSDAY, FRIDAY, SATURDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.

GEM THEATRE, WESLACO

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MONDAY, TUESDAY: Jean Rogers and Cesar Romero in "Viva Cisco Kid."

WEDNESDAY, THURSDAY: Rita Johnson and Spencer Tracy in "Edison, The Man" with Gene Lockhart and Charles Coburn.

FRIDAY, SATURDAY: Tex Ritter in "Rollin' Home to Texas" with Slim Andrews.

STATE THEATRE, MERCEDES

SUNDAY, MONDAY: Priscilla Lane, Rosemary Lane, Lola Lane and Gale Page in "Four Mothers" with Claude Rains and Jeffrey Lynn.

TUESDAY, WEDNESDAY: Ann Sothern and Lew Ayres in "Maisie Was A Lady" with Maureen O'Sullivan and C. Aubrey Smith.

THURSDAY, FRIDAY: Paul Muni in "Hudson's Bay" with Gene Tierney, Laird Cregar, Virginia Field and John Sutton.

STARTING SATURDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.

REX THEATRE, MERCEDES

SUNDAY ONLY: Lloyd Nolan as "Michael Shayne, Detective" with Marjorie Weaver.

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SUNDAY ONLY: Penny Singleton and Arthur Lake in "Blondie Plays Cupid" with Larry Simms.

MONDAY, TUESDAY: Paulette Goddard and Bob Hope in "The Ghost Breakers" with Richard Carlson.

WEDNESDAY, THURSDAY: Constance Cummings and Robert Montgomery in "Haunted Honeymoon."

FRIDAY, SATURDAY: Nell O'Day and Johnny Mack Brown in "Law and Order" with Fuzzy Knight.

ARCADIA HARLINGEN CAPITOL BROWNSVILLE
TODAY and MONDAY TODAY and MONDAY
THE TOP COMEDY CAST IN YEARS!

Cary GRANT
In the Laugh Hit That Panicked Broadway For 500 Hilarious Performances!

Katharine HEPBURN

James STEWART
He's a smoothie! He wants to start all over again when his ex-wife turns from a prim prude into a wild red-head!
You'll roar when she goes on a hilarious champagne adventure and changes from a society snob into a streamlined bathing beauty!
He knew that a red-headed beauty wasn't red-headed for nothing! That midnight bathing escapade sends his love-pressure sky-high!
The Philadelphia Story
with
Ruth HUSSEY John HOWARD
Roland YOUNG
John HALLIDAY • Mary NASH • Virginia WEIDLER
Screen Play by Donald Ogden Stewart • Directed by George Cukor
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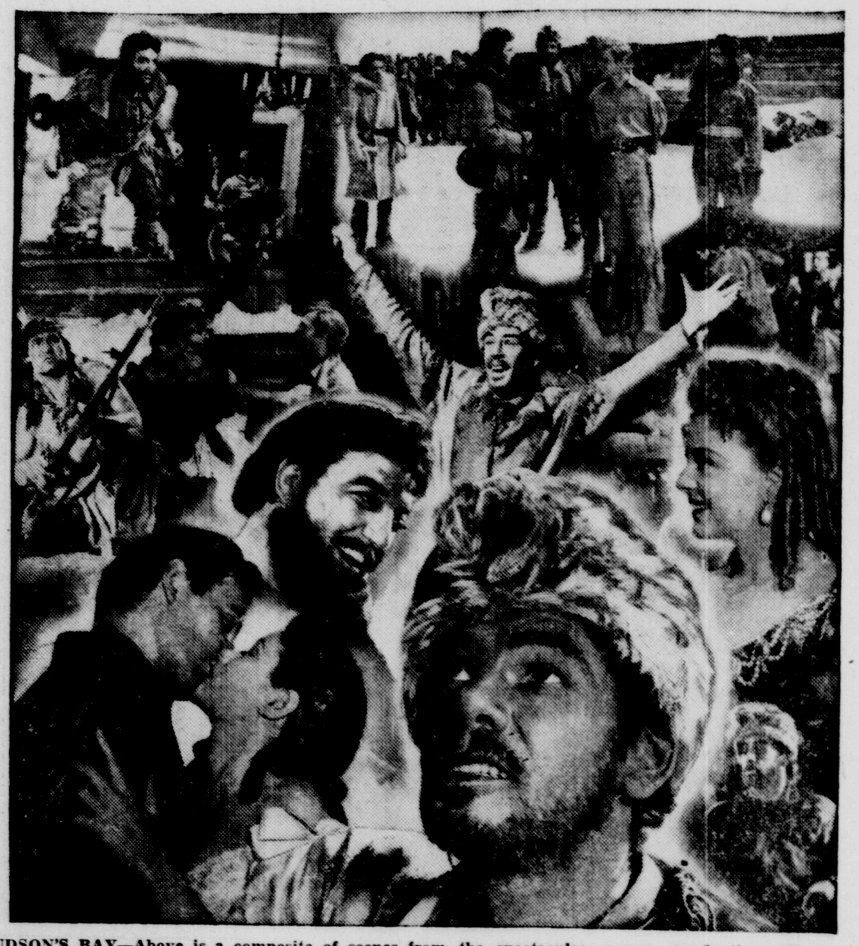
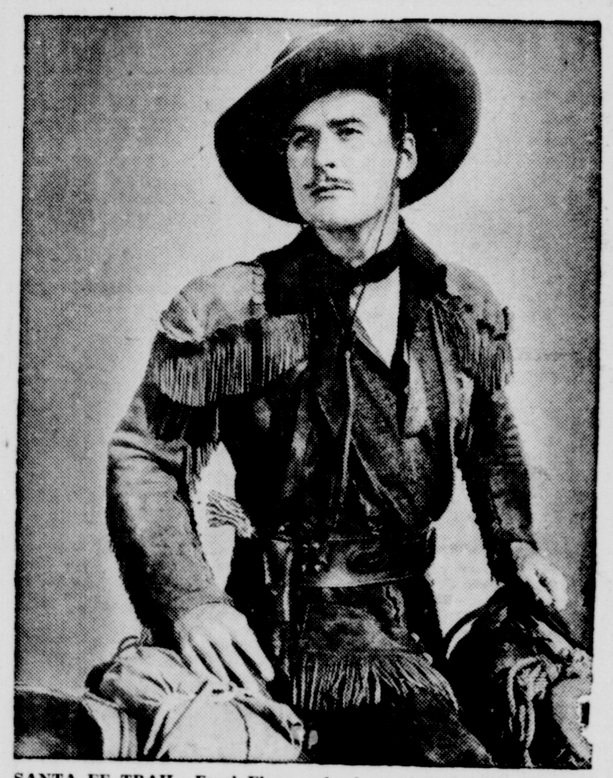
ARCADIA SHORTS:
UNIVERSAL COLOR CARTOON
PARAMOUNT WORLD NEWS
CAPITOL SHORTS:
PORKY PIG COLOR CARTOON
PARAMOUNT WORLD NEWS

Screen Calendar NEWS OF LATEST MOTION PICTURES Current Films



HUDSON'S BAY—Above is a composite of scenes from the spectacular screen production "Hudson's Bay," starring Paul Muni, Gene Tierney, Laird Cregar, Virginia Field and John Sutton. "Hudson's Bay" is booked for showing Sunday and Monday at the Palace Theatre in McAllen and the Ritz Theatre in Weslaco and at the State Theatre in Mercedes, Thursday and Friday.



SANTA FE TRAIL—Errol Flynn, who is co-starred with Olivia de Havilland, Raymond Massey, Ronald Reagan and Alan Hale in "Santa Fe Trail," booked for showing Sunday and Monday at the Rivoli Theatre in San Benito.

THE PHILADELPHIA STORY—The above scenes are from Philip Barry's hilarious comedy hit "The Philadelphia Story," co-starring Cary Grant, Katharine Hepburn, James Stewart, Ruth Hussey and John Howard. "The Philadelphia Story" is booked for showing Sunday and Monday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville; Thursday, Friday and Saturday at the Ritz Theatre in Weslaco and at the State Theatre in Mercedes for an extended engagement starting Saturday.

Humphrey Bogart And Ida Lupino Are Co-Starred In Thrilling Film Drama

'High Sierra' Booked At Valley Theatres

The peak in thrilling screen entertainment is reached in the picturization of W. R. Burnett's best-selling novel, "High Sierra," which co-stars Humphrey Bogart and Ida Lupino.

Although Bogart carries a gun, an unsmiling face and a prison record all through the picture it isn't a gangster story. He introduces the character of Roy Earl, one of the strangest men in the annals of American crime termed by the author "The last of the Dillinger Gang," Roy Earl lives that description as he moves across the screen in the person of Bogart.

"High Sierra" is booked for showing Thursday, Friday and Saturday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville.

'Invisible Woman' Is Comedy

Lovely Virginia Bruce is cast in the role of "the little girl who wasn't there" in the new screen comedy "The Invisible Woman" which features John Barrymore, John Howard, Charlie Ruggles and Oscar Homolka in supporting roles.

Barrymore portrays an eccentric scientist who invents a machine which renders human beings invisible. Miss Bruce is the attractive subject for his successful experiments, and Howard enacts a wealthy playboy who finances the venture.

The "machine" also plays an important part in the picture's exciting laboratory by henchmen of a fugitive gangster. Oscar Homolka.

"The Invisible Woman" is booked for showing Tuesday and Wednesday at the Ritz Theatre in Weslaco and at the Palace Theatre in McAllen, Thursday, Friday and Saturday.

Fred Astaire In New Film

Fred Astaire has a new dancing partner in the person of Paulette Goddard in his latest starring picture "Second Chorus," which is booked for showing Friday and Saturday at the Rivoli Theatre in San Benito.

"Phantom Submarine" At Rialto

A timely and tensely dramatic new film release is "The Phantom Submarine," co-starring Bruce Bennett and Anita Louise.

"The Phantom Submarine" is booked for showing today only at the Rialto Theatre in Harlingen.

Aldrich Family In New Film

The Aldrich Family is probably the best known group ever devised in fiction. First they became the idol of millions through their regular radio appearances. While still on the air, a play was written around them titled "What a Life" and also made into a picture starring Jackie Cooper.

The second screen appearance of the popular family is in "Life With Henry," which again stars Jackie Cooper with Leila Ernst, Eddie Bracken and Hedda Hopper in supporting roles.

"Life With Henry" is booked for showing Tuesday and Wednesday at both the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville, Tuesday and Wednesday.

QUEEN BROWNSVILLE
SUNDAY ONLY
THE "DEAD END" KIDS
IN
"GIVE US WINGS"

RIALTO HARLINGEN
SUNDAY ONLY
BRUCE BENNETT
IN
"THE PHANTOM SUBMARINE"
WITH
ANITA LOUISE

STRAND HARLINGEN
SUNDAY—MONDAY
Claudette COLBERT
IN
"ARISE MY LOVE"
WITH
RAY MILLAND

QUEEN McALLEN
SUNDAY ONLY
Penny SINGLETON
IN
"BLONDIE PLAYS CUPID"
WITH
ARTHUR LAKE

GEM WESLACO
SUNDAY ONLY
"DEAD END" KIDS
IN
"GIVE US WINGS"
WITH
HUNTZ HALL

REX MERCEDES
SUNDAY ONLY
LLOYD NOLAN
IN
"MICHAEL SHANE, DETECTIVE"
WITH
MARJORIE WEAVER

RITZ WESLACO
TODAY—MONDAY
PAUL MUNI
with GENE TIERNEY LAIRD CREGAR JOHN SUTTON
HUDSON'S BAY

STATE MERCEDES
TODAY—MONDAY
Your FOUR FAIREST FAVORITES!
Priscilla LANE Rosemary LANE
Lola LANE Gale PAGE
FOUR MOTHERS

RIVOLI SAN BENITO
TODAY MONDAY
AN EPIC OF COURAGE!
Sweeping to the screen in all the adventurous spirit of the nation's most colorful era!
Errol FLYNN and Olivia de HAVILLAND in
Santa fe Trail
with
Raymond Massey
Ronald Reagan
Alan Hale
EXTRA:
CARTOON—NOVELTY
PARAMOUNT NEWS

PALACE McALLEN
TODAY MONDAY
Romance THAT SPANNED TWO CONTINENTS . . .
Drama AT ITS MIGHTIEST!
PAUL MUNI
in
HUDSON'S BAY
with GENE TIERNEY
LAIRD CREGAR
JOHN SUTTON
VIRGINIA FIELD
VINCENT PRICE
NIGEL BRUCE
EXTRA:
PARAMOUNT NEWS
BAND ACT & NOVELTY

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CAPITOL BROWNSVILLE
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In the Laugh Hit That Panicked Broadway For 500 Hilarious Performances!
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He's a smoothie! He wants to start all over again when his ex-wife turns from a prim prude into a wild red-head!
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You'll roar when she goes on a hilarious champagne adventure and changes from a society snob into a streamlined bathing beauty!
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PORKY PIG COLOR CARTOON
PARAMOUNT WORLD NEWS

Current Films

SUNDAY, FEBRUARY 9, 1941

EXCLUSIVE Philadelphia Society and its dislike for publicity is hauled out into the open in the screen version of Philip Barry's hilarious comedy success "The Philadelphia Story," in which Katharine Hepburn, Cary Grant, James Stewart and Ruth Hussey share co-starring honors.

The story is that of an heiress with high standards who looks down on ordinary humans and their weaknesses, but the husband she divorced for his weaknesses shows up in time to stop her from marrying another man and the way he does it is most hilarious.

"The Philadelphia Story" is booked for showing today and Monday at the Arcadia Theatre in Harlingen and the Capitol Theatre in Brownsville; Thursday, Friday and Saturday at the Ritz Theatre in Weslaco and for an extended engagement at the State Theatre in Mercedes starting next Saturday.

"SANTA FE TRAIL" IS EPIC OF PIONEER WEST

ERROL FLYNN and Olivia de Havilland share co-starring honors in "Santa Fe Trail" which is booked for showing today and Monday at the Rivoli Theatre in San Benito.

"SANTA FE TRAIL" is an inspiring story of the pioneer West, revealing one of the most exciting chapters of history.

Where the railroad and civilization ended, the Santa Fe Trail began, and there, in the era just preceding the Civil War, was lived one of the lusty, lawless episodes in the nation's history. Principals in the action are the dauntless Flynn as Jeb Stuart, famous cavalry commander of Uncle Sam's forces; Raymond Massey as the infamous John Brown, whose terrifying mission it was to create an empire of his own within the United States; Ronald Reagan as Gen. George Custer, one of the most valiant soldiers of all time.

PAUL MUNI IS STARRED IN "HUDSON'S BAY"

AN ENTIRELY different Paul Muni is seen in the spectacular screen epic "Hudson's Bay" which is booked for showing Sunday and Monday at the Ritz Theatre in Weslaco, Palace Theatre in McAllen and the State Theatre in Mercedes Thursday and Friday.

Starred as Pierre Radison renegade trader and rogue, Muni turns in a performance in "Hudson's Bay" which is rated as the best of his long career. The story depicts the thrilling adventure of the fabulous figure who saved a great domain for his ruler who had ordered him hanged.

The featured supporting cast to Muni includes Gene Tierney, Laird Cregar, John Sutton, Virginia Field and Vincent Knight.

THE LANE SISTERS SEEN IN NEW FILM

THE LATEST of the popular and entertaining "Four Daughters" series is "Four Mothers" to be seen Sunday and Monday at the State Theatre in Mercedes and at the Palace Theatre in McAllen Tuesday and Wednesday.

The cast stars the Lane sisters, Priscilla, Rosemary and Lola together with Gale Page as the Four Mothers. Adam Lemp, honest, respected citizen of Briarwood and devotee of Beethoven, is played by that grand actor, Claude Rains. His wise, philosophical sister, Aunt Etta, is portrayed by May Robson. Jeffrey Lynn, Eddie Albert, Frank McHugh and Dick Foran are cast as the husbands who are ideally suited to their wives.

VALLEY SCREEN CALENDAR

CAPITOL THEATRE, BROWNSVILLE

SUNDAY, MONDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.
TUESDAY, WEDNESDAY: The Aldrich Family in "Life With Henry," starring Jackie Cooper, Leila Ernst and Eddie Bracken.
THURSDAY, FRIDAY, SATURDAY: Ida Lupino and Humphrey Bogart in "High Sierra" with Alan Curtis and Joan Leslie.

QUEEN THEATRE, BROWNSVILLE

SUNDAY ONLY: The Dead End Kids in "Give Us Wings" with Little Tough Guys, Hilly Halop, Huntz Hall and Gabriel Dell.
MONDAY, TUESDAY: Ann Rutherford and Wallace Beery in "Wyoming."
WEDNESDAY, THURSDAY: Shirley Temple in "The Young People" with Charlotte Greenwood, Jack Oakie and Arleen Whalen.
FRIDAY, SATURDAY: Charles Starrett as "The Pinto Kid" with Louise Currie and the Sons of the Pioneers.

RIVOLI THEATRE, SAN BENITO

SUNDAY, MONDAY: Olivia de Havilland and Errol Flynn in "The Santa Fe Trail" with Raymond Massey, Ronald Reagan and Alan Hale.
TUESDAY ONLY: Mary Lee and Rufe Davis in "Barnyard Follies" with Hall (Alfalfa) Switzer.
WEDNESDAY, THURSDAY: Ann Sothern and Lew Ayres in "Maisie Was A Lady" with Maureen O'Sullivan and C. Aubrey Smith.
FRIDAY, SATURDAY: Paulette Goddard and Fred Astaire in "Second Chorus" with Artie Shaw and his band and Burgess Meredith.

ARCADIA THEATRE, HARLINGEN

SUNDAY, MONDAY: Katharine Hepburn and Cary Grant in "The Philadelphia Story" with Ruth Hussey, James Stewart and John Howard.
TUESDAY, WEDNESDAY: The Aldrich Family in "Life With Henry," starring Jackie Cooper, Leila Ernst and Eddie Bracken.
THURSDAY, FRIDAY, SATURDAY: Ida Lupino and Humphrey Bogart in "High Sierra" with Alan Curtis and Joan Leslie.

RIALTO THEATRE, HARLINGEN

SUNDAY ONLY: Anita Louise and Bruce Bennett in "The Phantom Submarine" with Oscar O'Shea and John Tyrrell.
MONDAY, TUESDAY: Ellen Drew and Dick Powell in "Christmas in July" with Raymond Walburn and William Demarest.
WEDNESDAY, THURSDAY: Brenda Marshall and Jeffrey Lynn in "Money and the Woman."
FRIDAY, SATURDAY: Carol Hughes and Roy Rogers in "The Border Legion" with George "Gabby" Hayes.

STRAND THEATRE, HARLINGEN

SUNDAY, MONDAY: Claudette Colbert and Ray Milland in "Arise My Love."
TUESDAY, WEDNESDAY: Norma Shearer and Robert Taylor in "Escape."
THURSDAY, FRIDAY: Geraldine Fitzgerald and George Brent in "South of Suez" with Brenda Marshall.
SATURDAY ONLY: "Hombre O Demonio" (Spanish Language Film).

RITZ THEATRE, WESLACO

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FRIDAY, SATURDAY: Tex Ritter in "Rollin' Home to Texas" with Slim Andrews.

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BOUGAINVILLEA TRAIL

Invitation Edition

INAUGURATION of Lower Rio Grande Valley Bougainvillea Trail, longest flower trail in the world, marking opening of the annual convention of the Texas Federation of Garden Clubs, March 12, 13, and 14, 1941.

HARLINGEN MUNICIPAL AUDITORIUM
Where Texas Garden Club Valley Convention Business Meetings Will Be Held

Star - MONITOR - Herald

Visit Brownsville, The Land of Mañana

Warmed by a tropical sun in the winter, Brownsville offers an abundance of sunshine . . . Health

BROWNSVILLE, America's southernmost city, long noted for its attractions for the tourist, within the past few years has taken its place among the winter resorts of the world. Today, it is the mecca of thousands of SUN-HUNTERS from every part of the globe who come to exchange the cold grey days of winter for brilliant sunny days 'neath warm tropical skies. In this enchanting land of sunshine the cold winters of the north seem unreal!

Distinguished by the romance of Old Mexico, and boasting an interesting wild-life, both animals and birds, and an abundance of striking native flora, the Rio Grande River lazily unwinds itself from the tropical tangle and flows gulfwards to nearby Boca Chica Beach. In this atmosphere of rest and quiet you can truly relax.

Do You Seek a Thrifty New Vacation Land?

The variety of outdoor recreation is unlimited—your favorite sport is at its best here.

FISHING — the finest anywhere! Salt and fresh-water, surf or deep-sea fishing throughout the year. All salt-water varieties are abundant in the blue gulf stream and offer a tantalizing challenge to sportsmen anglers. To the South, the coast of Northern Mexico offers some of the best fishing to be found anywhere on this continent, with phenomenal catches in the surf, the passes and big bays along the coast.

HUNTING—No section of the South offers more varied hunting. Deer, quail, white-wing, dove and turkeys are found in the woods and fields. Ducks and wild geese are found in the bays and resacas. Though some of the hunting seasons are short, over the border in Mexico hunters find the seasons longer.

GOLF AND TENNIS—Brownsville's mild, refreshing winter climate is ideal for golf. A well-conditioned 18-hole golf course is only a ten-minute drive from El Jardin Hotel. Good tennis courts are also available.

SURF BATHING—Boca Chica Beach, only 19 miles from El Jardin Hotel, is a spot of primitive beauty. Life on the beach is a great rejuvenator; the health-giving rays of the sun add youth to your years and subtract worries from your business. There is no undercurrent, which makes the water safe at all times.

HORSE-BACK RIDING — Good horses and interesting trails are available.

Shuffle-board, badminton and numerous outdoor games, as well as interesting sight-seeing trips through the Valley and into Old Mexico can be enjoyed throughout the summer and winter in this land of continuous sunshine.

There is much of historic interest to be found in Brownsville, and a "foreigness" that has a strange fascination.

Come for the spring and stay thru the summer. You will find health-giving sunshine the year 'round, with cool gulf breezes to make the summers enjoyable.

El Jardin Hotel

Spanish in architecture, interior design and decoration, El Jardin Hotel is spacious and luxurious and is regarded as the symbol of gracious and good living. 200 rooms with private bath.

Modern equipment and conveniences combine with efficient, unobtrusive service to make this the finest hotel in the Rio Grande Valley . . . an ideal vacation home the year 'round.

Directly overlooking the Rio Grande River, pleasant views are presented from every guest room in the hotel.

Adjoining the lounge, a spacious recreation room provides comfortable facilities for bridge, bingo, table tennis and other forms of amusement planned for the entertainment of our guests. Musical concerts are offered in the lounge during the winter season.

El Jardin Coffee Shop, with its excellent cuisine, is reasonable in price.

A large, attractively furnished lounge affords ample space for social gatherings, and our beautiful patio, filled with tropical growth, is popular with all guests.

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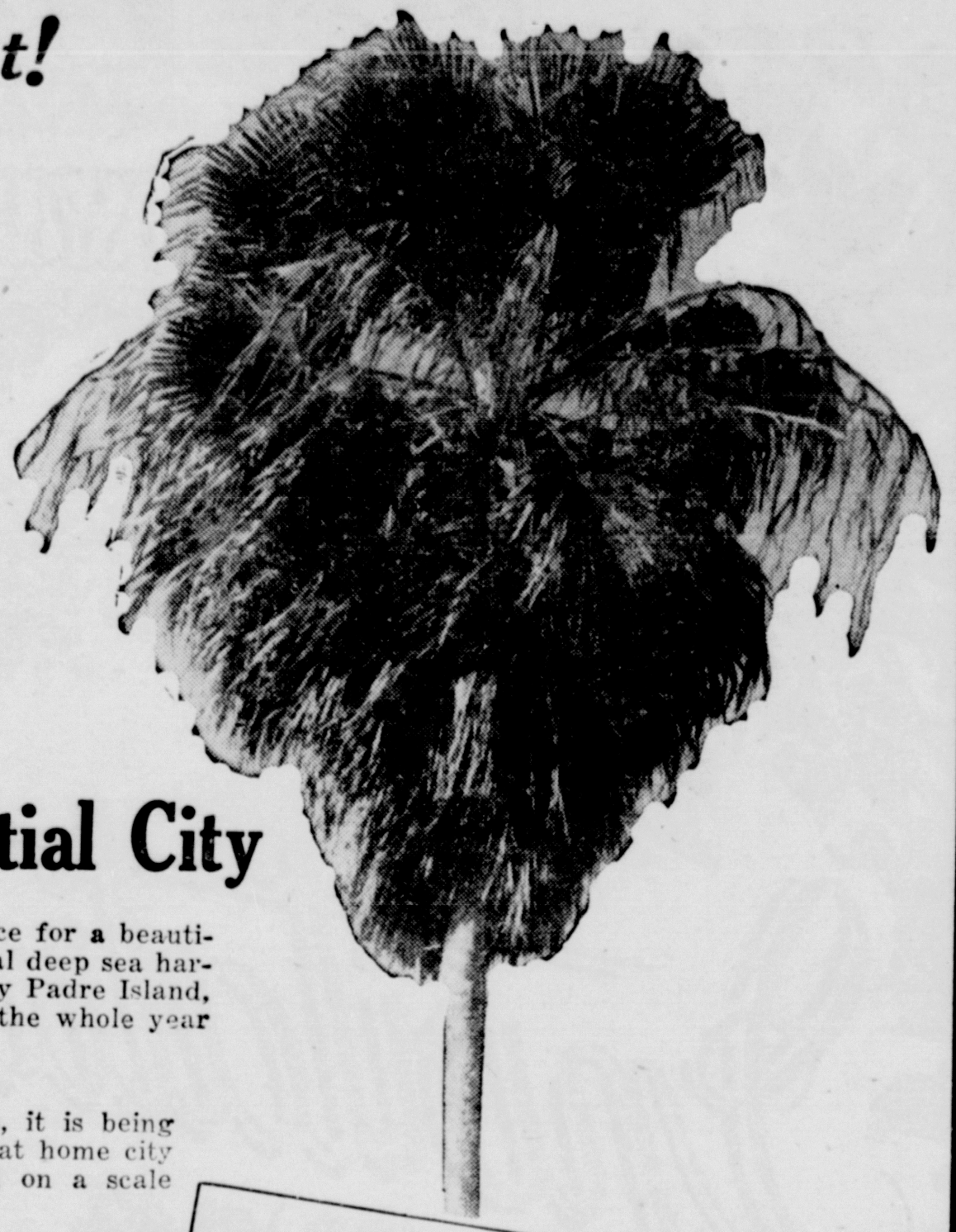
Enjoy Life in Its Fullest!

LAGUNA VISTA



The Ideal Resort and Residential City

The location of LAGUNA VISTA was selected as the ideal place for a beautiful residential and resort city. It is but a few miles from the industrial deep sea harbor of Port Isabel. On LAGUNA MADRE, shielded from the sea by Padre Island, an island one hundred twenty miles long, it is the best place to live the whole year through; and to play; to fish; to hunt any month of the year.

Selected because of its logical position and natural advantages, it is being developed in accord with its possibilities. Expecting it to be a great home city and a great resort, the planning and development is substantial and on a scale commensurate with its future.

The city is planned in three sections; a beach section, a business section and a residence section. The streets are wide, the lots are large. It is contemplated that the City of Tomorrow will have improvements adequate to a fine city and providing every facility for modern living.

Trunk railroads skirt the Laguna Vista; highway One Hundred leads directly to it; the aeroplane landing field is only a short drive.

Who will live in LAGUNA VISTA? Beyond in the Valley are 300,000 people. For many of these an urban home in LAGUNA VISTA will meet their desires; many more look to LAGUNA VISTA for an extra home on the coast for vacations and week ends...and again as the home place for many who work in neighboring cities. For a home of the many thousands who have labored in the rigorous north and want to spend the rest of their lives in the mild south, where there is no snow to shovel and no furnace to fire. LAGUNA VISTA offers every looked-for advantage. As a winter resort there is every reason to believe that LAGUNA VISTA is unsurpassed.

You can see the wonders of the lower Texas Gulf Coast. The prices of the LAGUNA VISTA lots right now are still low; so low you will hardly feel the cost or miss the easy payments. Tomorrow—lots may be beyond your reach. As a place for a home, as an investment, do you know of anything else offering the same wonderful potentialities?

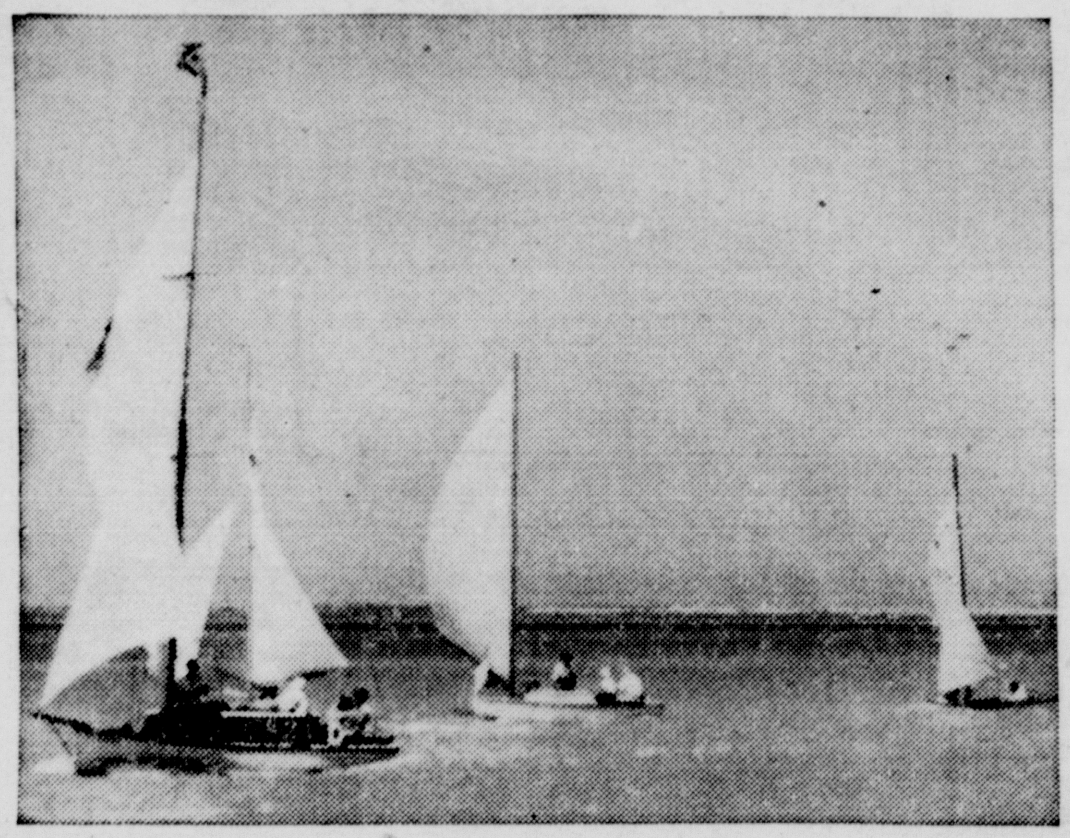
A resort and agricultural Paradise of amazing wealth

The Lower Rio Grande Valley has had a more remarkable growth and development in the past score of years than any section of similar size in the world. Today with an estimated 301,000 population, it is one of the most thickly populated, most intensively cultivated, and most progressive communities of its size in the country. It is definitely established as a farming community of amazing fertility and unexcelled productivity. Often it is referred to as the "Magic Valley"—and there is something akin to magic in the transformation wrought by the application of irrigation to its fertile lands. The year-'round growing season means that Valley lands are always working, that some Valley crop is always growing, and that Valley farmers have a steady yearly income instead of a seasonal one that must be apportioned over the entire year. The growth of the towns, their business enterprises, public school systems, churches, homes, irrigation projects, in fact, all of the Valley's activities and possessions reflect this evenly distributed prosperity. The Valley is rapidly gaining prominence as an all-year resort, attracting tens of thousands of persons from all parts of the country with its semi-tropical climate, its brilliant sunshine, cool Gulf breezes, fine beaches, hunting, fishing, and its many other opportunities for rest and recreation.

Roloff Development Corporation

Office on Property — Laguna Vista
Telephone 6001-F2

P. O. Box 996
Port Isabel



At Your front door—the Gulf!

Deep Sea Fishing!

Boating!

Swimming!

Hunting!

Enjoy Life in Its Fullest!

LAGUNA VISTA

The Ideal Resort and Residential City

The location of LAGUNA VISTA was selected as the ideal place for a beautiful residential and resort city. It is but a few miles from the industrial deep sea harbor of Port Isabel. On LAGUNA MADRE, shielded from the sea by Padre Island, an island one hundred twenty miles long, it is the best place to live the whole year through; and to play; to fish; to hunt any month of the year.

Selected because of its logical position and natural advantages, it is being developed in accord with its possibilities. Expecting it to be a great home city and a great resort, the planning and development is substantial and on a scale commensurate with its future.

The city is planned in three sections; a beach section, a business section and a residence section. The streets are wide, the lots are large. It is contemplated that the City of Tomorrow will have improvements adequate to a fine city and providing every facility for modern living.

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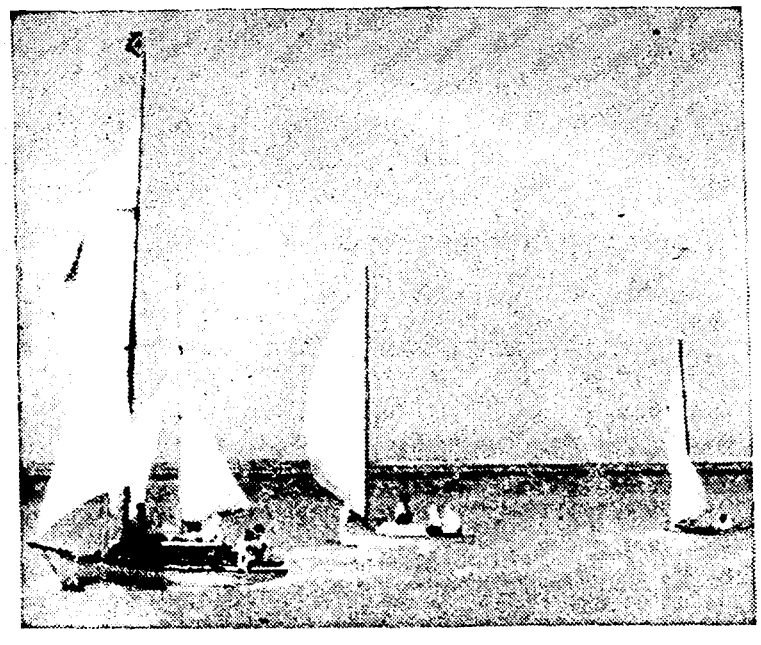

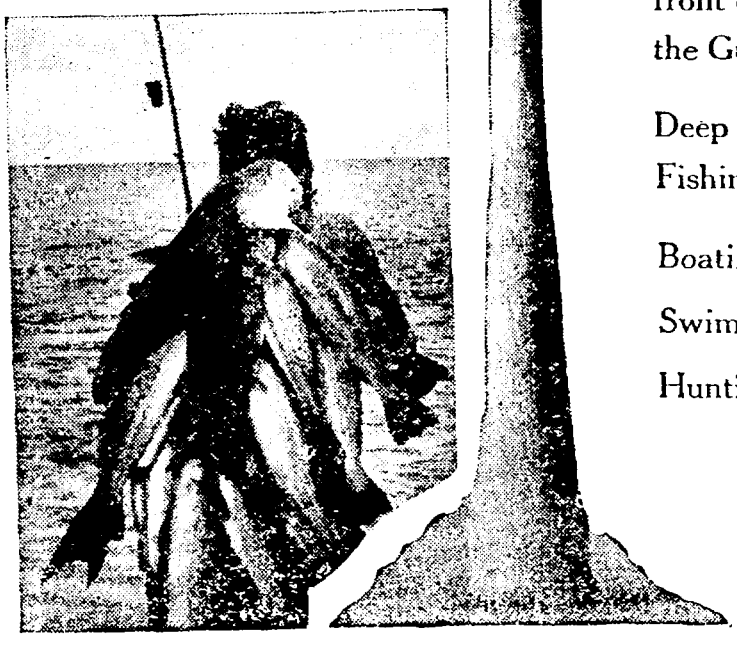

At Your front door— the Gulf!

Deep Sea Fishing!

Boating!

Swimming!

Hunting!

Bougainvillea Ornamental Theme Of Housing Project

Drive To Have Flower Trail

CENTRAL ornamental theme of the new housing project at Brownsville, now under construction, will be the bougainvillea, in keeping with the name of the project—"Bougainvillea."

Th theme was also selected as a result of decision of the Lower Rio Grande Valley Council of Garden Clubs to launch an annual "Bougainvillea Trail" this year.

The trail will be inaugurated in connection with the Texas Federation of Garden Club convention in the Valley, March 12, 13 and 14.

The Bougainvillea housing project will contain 23 individual buildings with a total of 50 dwelling units for families varying from two to eight persons. There will be a community house, spacious porches, and the buildings will be of one-story brick, Spanish design, in light cream color.

Woolridge and Torres, Brownsville architects, designed the project, and construction is under way by Ferguson and Neck, Brownsville contractors.

A paved, horshoe-shaped driveway will be lined with bougainvillea.

The total cost is approximately $190,000.

ARCHITECT'S SKETCH OF BOUGAINVILLEA HOUSING PROJECT, BROWNSVILLE

Texas Federation Officers---1941

Honorary Life President—Mrs. Gross R. Scruggs, Dallas
Perpetual Director—Mrs. Henry B. Trigg, Fort Worth
President—Mrs. Will Lake, Fort Worth
First Vice-President—Mrs. Alden Davis, Austin
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Recording Secretary—Mrs. A. DeLoach Martin, Dallas
Corresponding Secretary—Mrs. Allen Hannay, Houston
Treasurer—Mrs. R. H. Thomason, Abilene

Woolridge and Torres
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Cromack Building
Brownsville, Texas

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Quality Products
Intelligent Service
1350 7th Street Brownsville

Building the Bougainvillea Housing Project at the End of the Bougainvillea Trail
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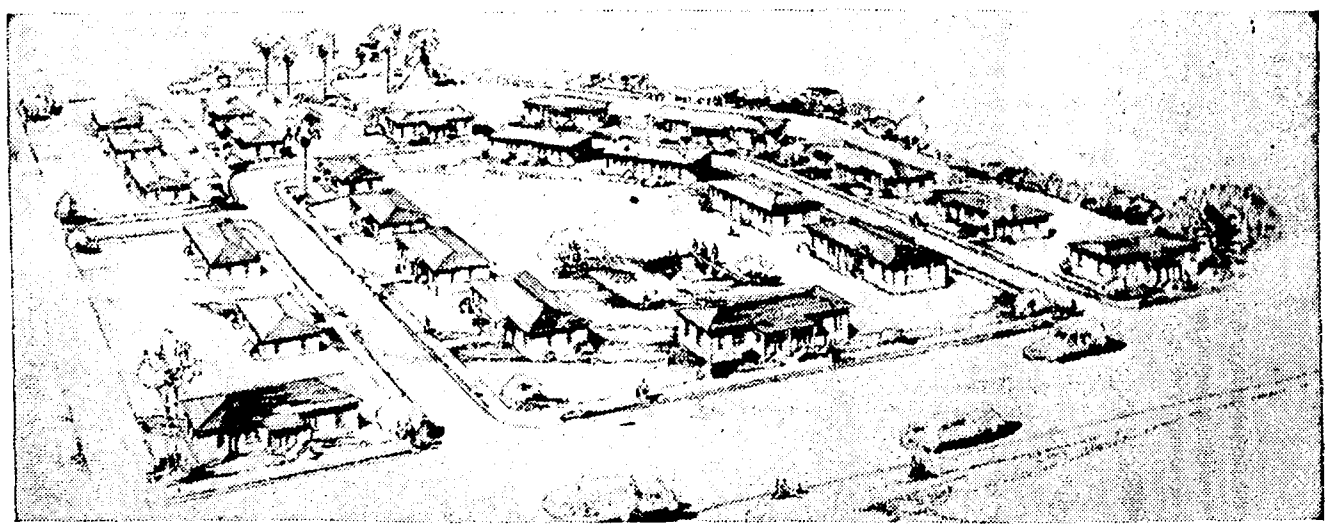

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BOUGAINVILLEA

ANGEL TRUMPET

BOUGAINVILLEA

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Santa Rosa—Mrs. W. D. Cox
San Benito—Mrs. J. C. Tucker
Weslaco—Mrs. Jimmie Davis
Port Isabel, Members-at-Large—Mrs. A. A. Uhl, Mrs. A. C. Uhl

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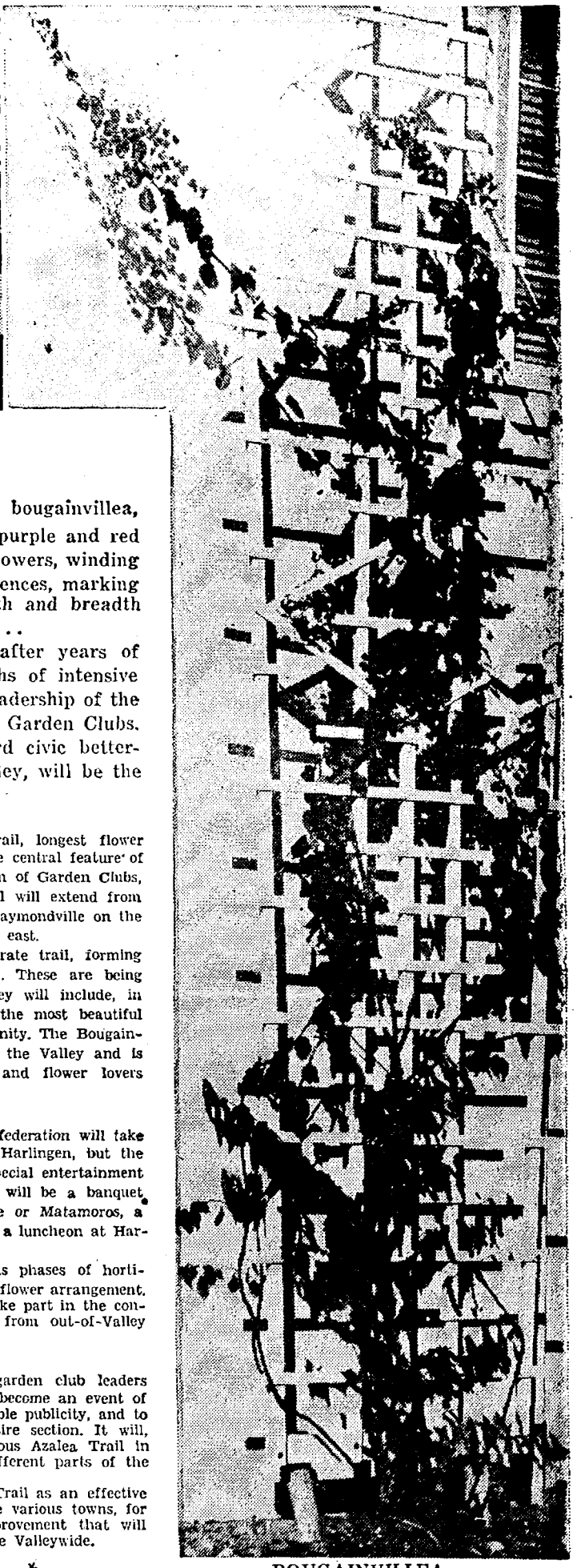

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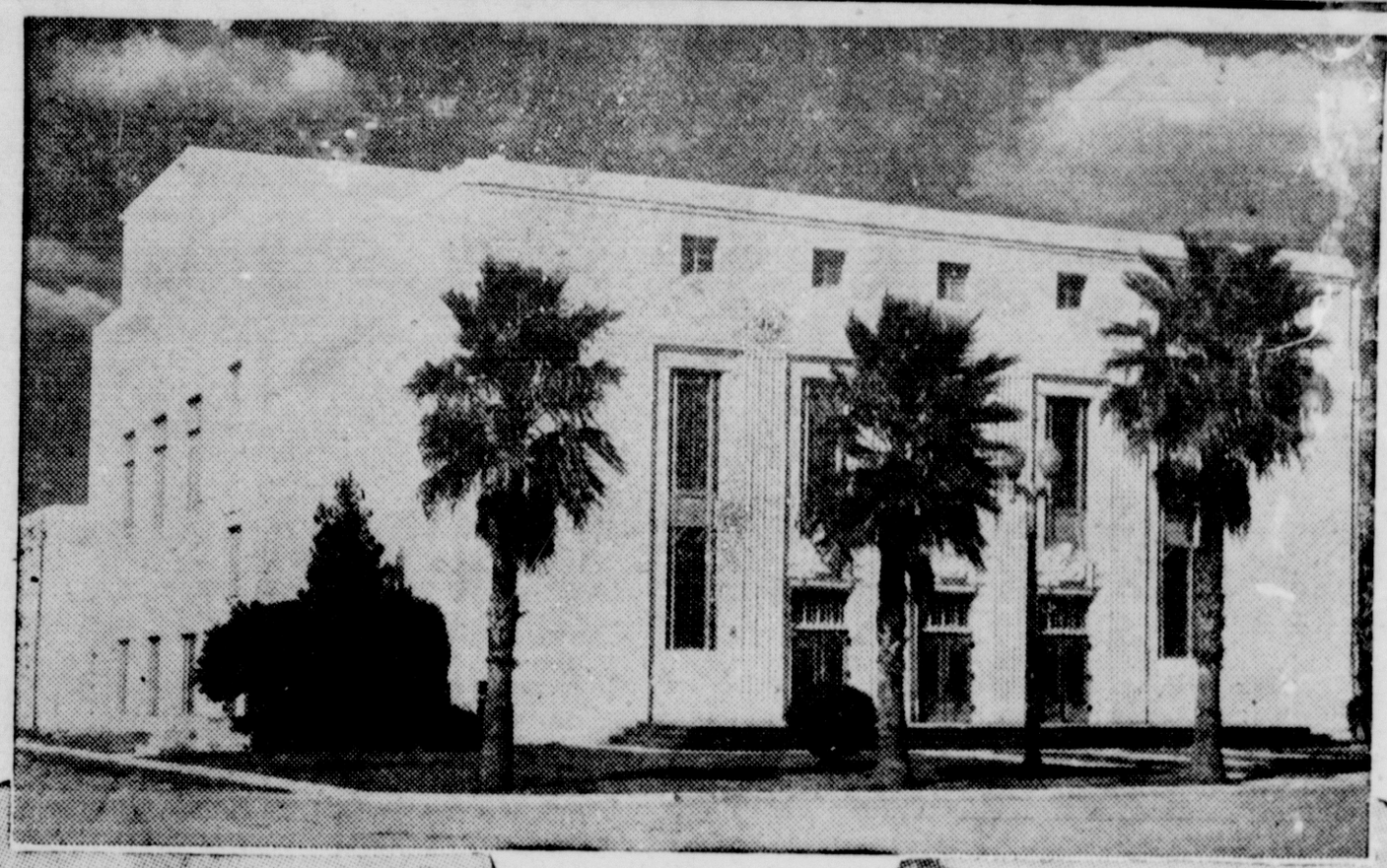

You're Invited

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HARLINGEN--HUB OF THE VALLEY!

For Pleasure:-

Warm winters and cool summers, with every form of outdoor recreation. Finest fishing in America, an abundance of game, seven interesting golf courses, and water sports. Many interesting historical points nearby. Four bridges cross the Rio Grande River into Mexico, with its old-world atmosphere with quaint shops and unique eating places. The progressiveness of Harlingen's citizenry is reflected in its beautiful schools, churches and civic improvements. Over 80 per cent of its citizens own their own homes. The ideal place for healthy, happy children. Hundreds of modern hotel rooms, apartments and auto courts at reasonable rates.

For Profit:-

Crossroads of two national railway systems, coast-to-coast and international highways. Nearly 200 major jobbing and manufacturing concerns make Harlingen their headquarters. Ideal climate and low living costs create the most favorable labor conditions. Low tax rates add to Harlingen's attraction for industry. Distribution center for 500,000 acres of irrigated farms and orchards. Center of 300,000 population. Citrus, vegetables, cotton, livestock and oil merely form the neucleus of a vast empire—still in its pioneering stage. Today the Rio Grande Valley, the last frontier, is known as the fastest growing section in the entire United States.

Tourists select Harlingen as their home base from which to visit the many other interesting places in the Valley. Waving palms, Gulf breezes and real southern hospitality await you here.

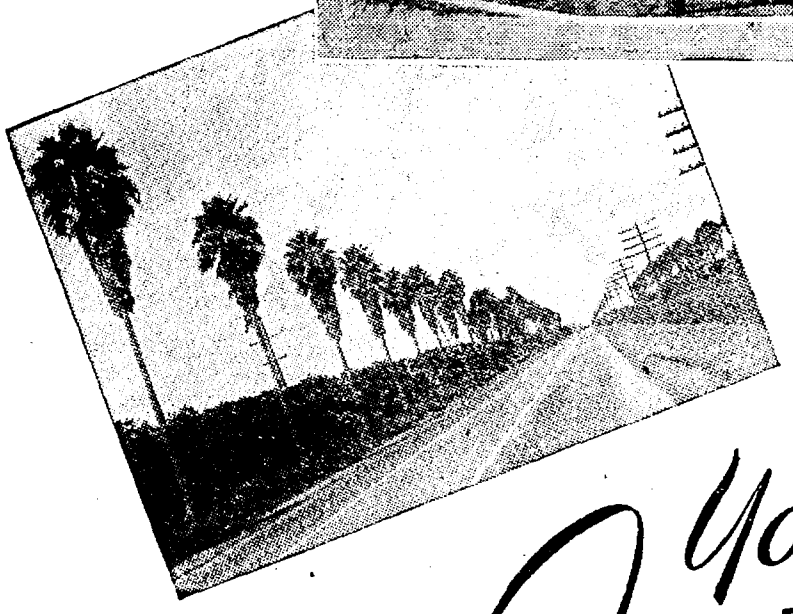
HARLINGEN CHAMBER OF COMMERCE

L. R. BAKER, President

HARRY RATLIFF, Manager

THE CITY OF HARLINGEN

HUGH RAMSEY, Mayor



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MRS. O. E. STUART
President, Lower Rio Grande Valley Council of Garden Clubs

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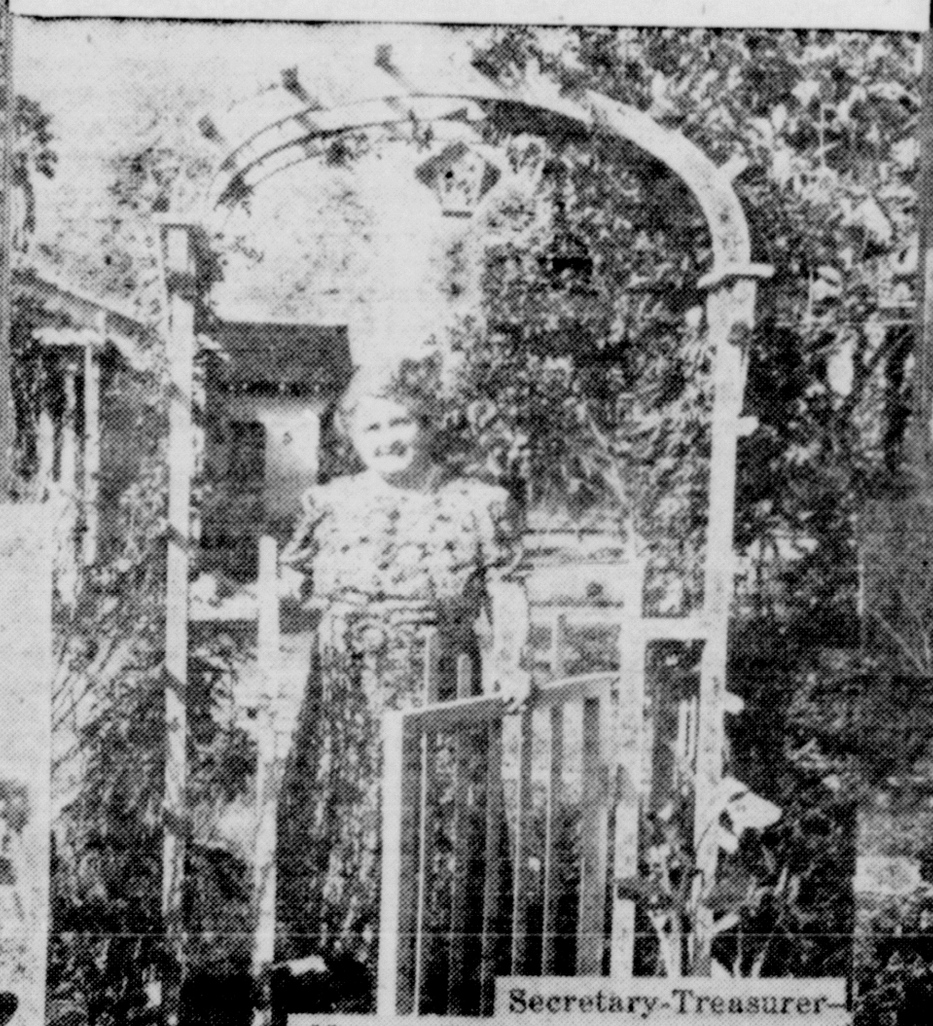

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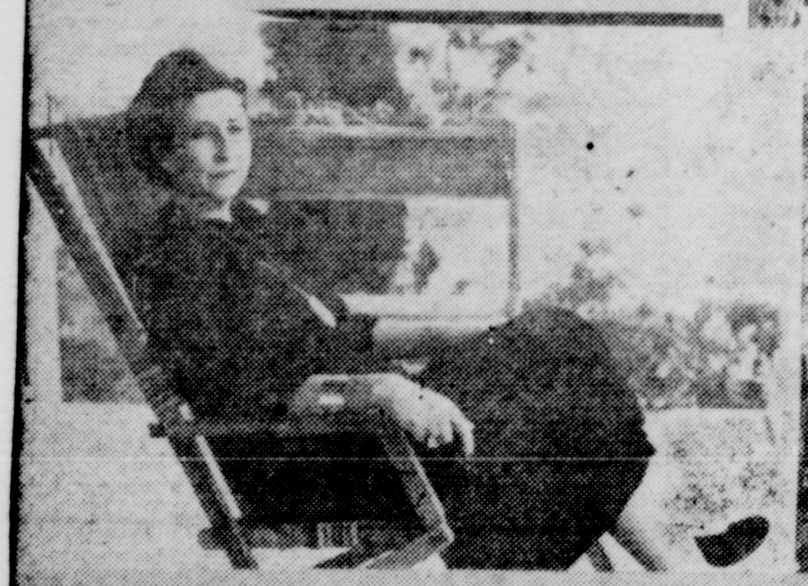

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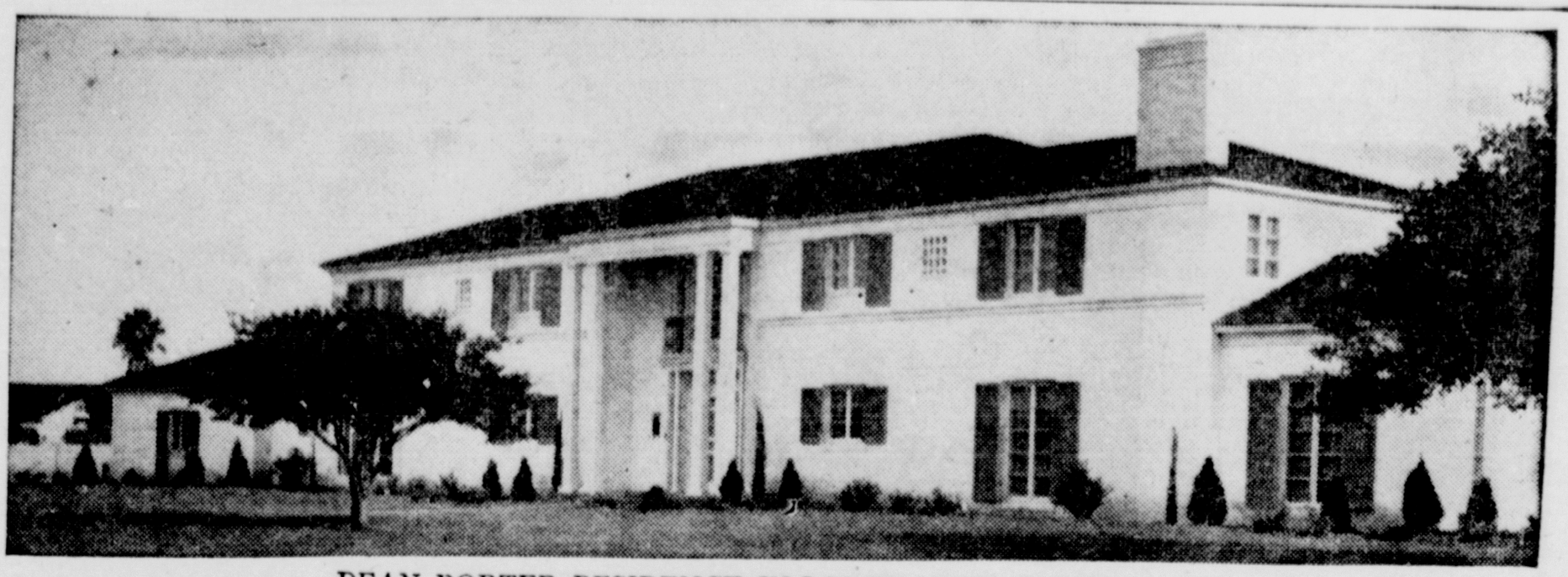
New Dean Porter Residence Adds To Valley's Beauty

Home Finely Appointed

HANDSOMELY appointed homes, equal to and surpassing many in the finest exclusive residential sections of the nation's large cities and resort sections, are appearing more frequently on the Valley skyline.

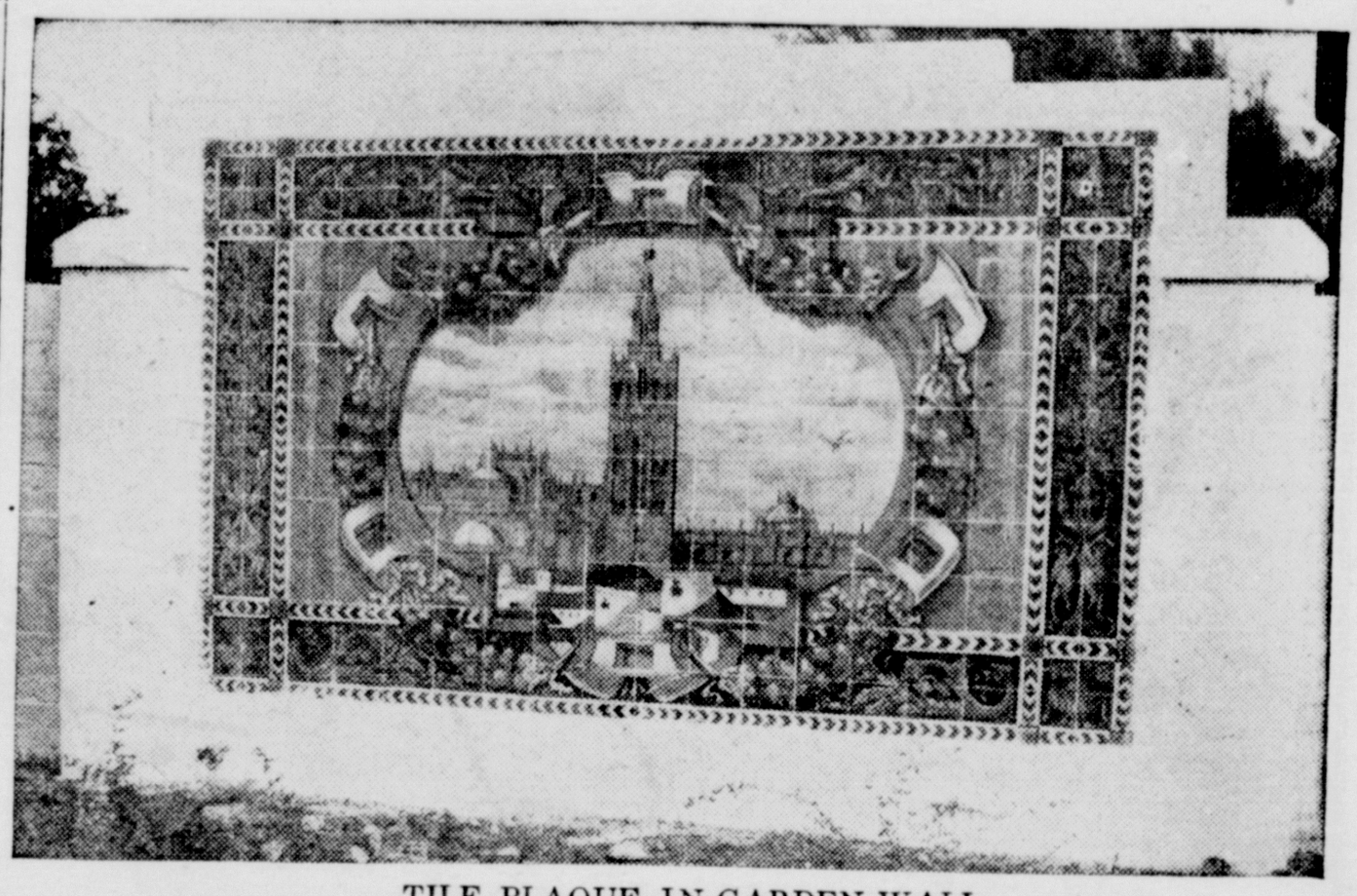
One of the newest of these is the Dean Porter home recently completed in Los Ebanos, Brownsville, pictured on this page. It is a two-story, 16-room, reinforced concrete, brick, frame, and metal lath Colonial style structure built under direct supervision of Archer and Holding, Brownsville contractors.

Air-conditioned throughout for heating and cooling, the 148-by-47-feet residence has a number of special features, including a game brick wall-enclosed garden, tile-covered outdoor kitchen, and four fully-tiled bathrooms.



DEAN PORTER RESIDENCE IN LOS EBANOS, BROWNSVILLE

A CORNER OF THE GARDEN
Showing child's playground under shade of young ebony tree



TILE PLAQUE IN GARDEN WALL
Skilled hands of craftsmen and artists in Seville, Spain, made this tile plaque, approximately eight by five feet, consisting of 200 separate squares.

Kohler of Kohler, Standard and Crane Fixtures

Installed By

WM. ANDRESEN
Plumbing and Heating Contractor
BROWNSVILLE
LOS FRESNOS
Phone 32

Building Material

For The Beautiful New
Dean Porter Residence
Furnished by Steiner Lumber Co.

We take pride in anouncing that our building materials went into the construction of the most modern tourist courts in the South.

We also take pride in the fact that people know they save money when they buy here. Remember . . . We are a locally owned, strictly independent lumber yard. When you have a building or remodeling estimate to figure, see us!

"DRIVE A FEW BLOCKS.....SAVE A FEW DOLLARS"

STEINER LUMBER COMPANY

¼ Mile Paredes Line Road BROWNSVILLE
I. S. STEINER, Owner
Phone 19

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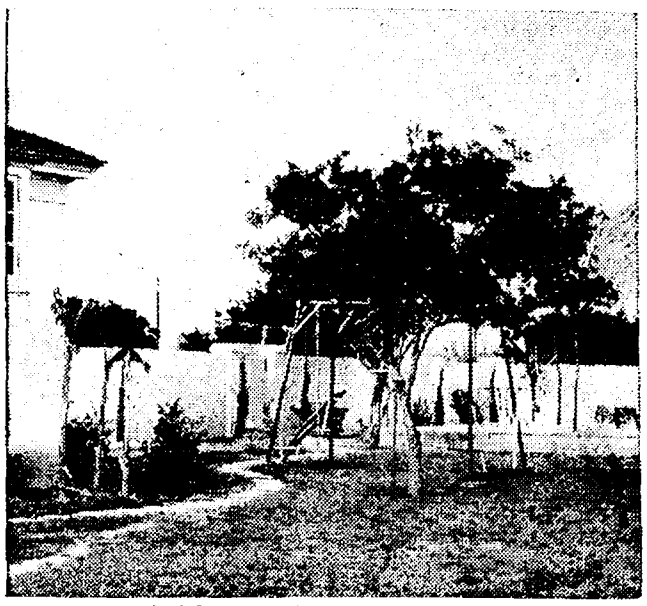

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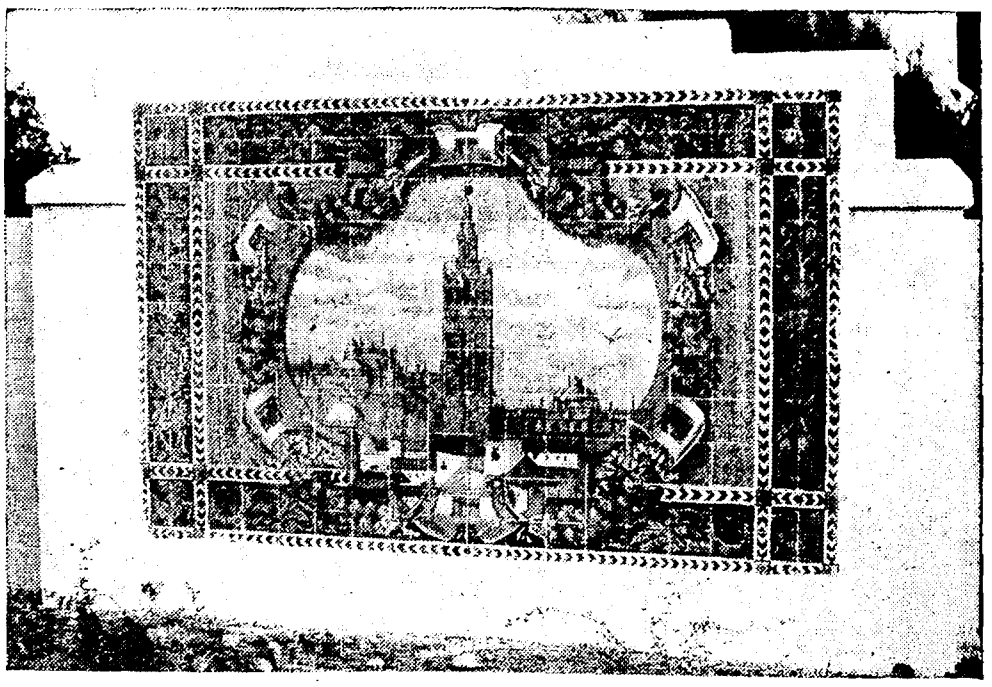

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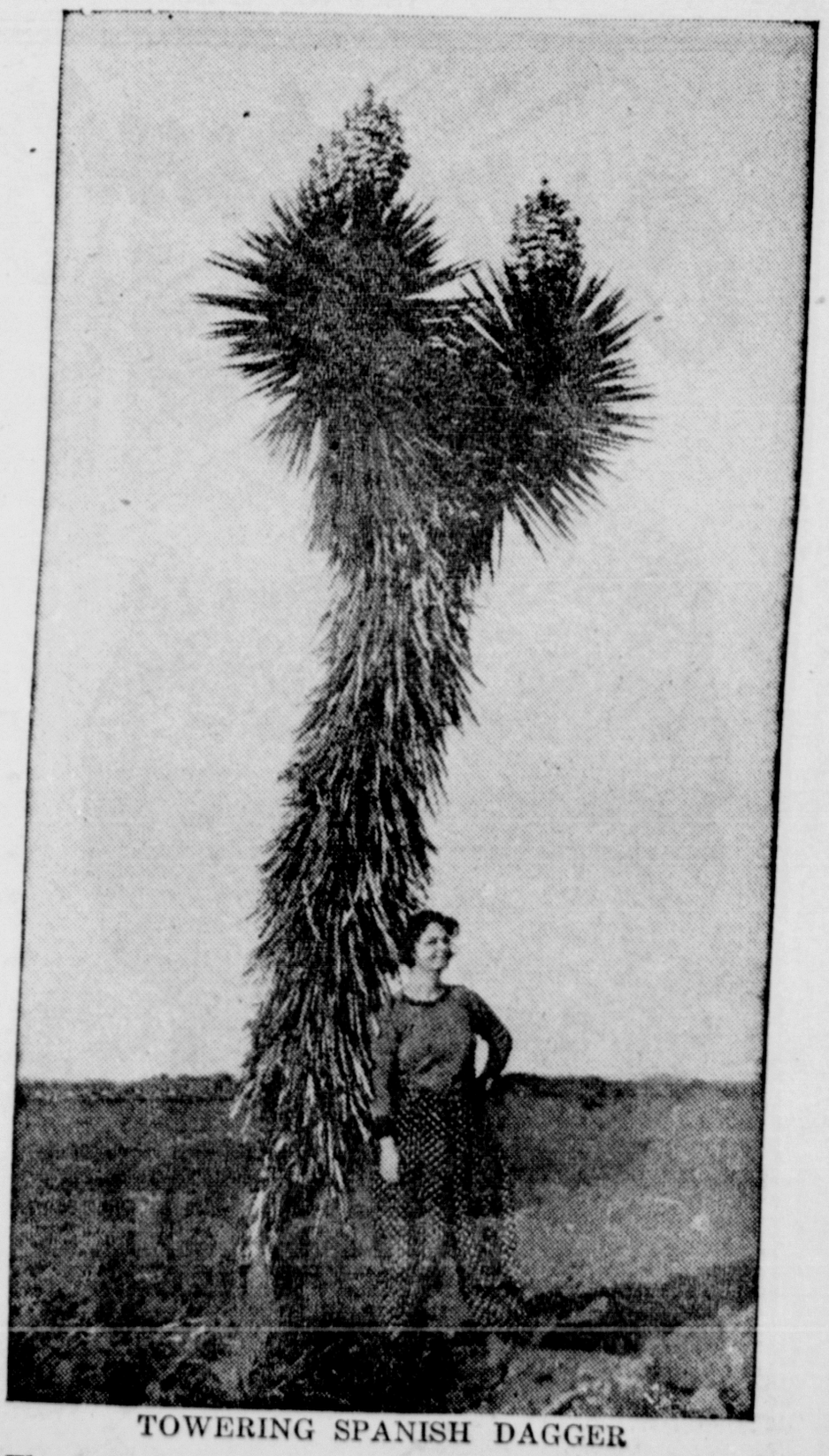
FIELD OF VALLEY POPPIES
Typical scene in the Lower Rio Grande Valley when the flowers bloom in glowing response to the fine soil and year-round sunshine.

This Flowering Valley

Pictured are a few of the typical scenes in the Lower Rio Grande Valley as flowers and trees bloom in profusion, beautifying and perfuming the Valley landscape.

FIVE-CLUSTER SPANISH DAGGER

HUISACHE TREE IN BLOOM
The Huisache, known as Acacia Farnesiana by botanists, is one of the many beautiful native trees of the Lower Rio Grande Valley.



TOWERING SPANISH DAGGER
Throughout the Valley with the approach of Spring, the Spanish Daggers bloom almost simultaneously, one of the few signs of change of seasons in a temperate year-round climate.

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THE STORY of the Bougainvillea plant and its selection as the flower for the world's longest garden trail—the 1941 Lower Rio Grande Valley Bougainvillea Trail—is portrayed dramatically in the Donna "Dia Grande" pageant.

Success of the 1940 pageant, known as "The Bougainvillea March of Time," led to a decision to make it a permanent part of the Donna festival, which will be known as the "Bougainvillea Festival."

The pageant was written by Mrs. H. B. Scott and Mrs. D. A. Puryear.

Depicts Discovery

Staged in three acts, the pageant depicts the discovery of the plant in South America. The bougainvillea is personified by Princess Sanderiana (sanderiana is a variety of bougainvillea). Other plants that appear in the personifications include the palm, flamboyant, giant bamboo, yellow acacia, banana, orange, orchid, coffee, jacaranda, hibiscus, papaya, and fern.

Comte Louis Antoine de Bougainville, with Philibert Commerson, his naturalist, find Sanderiana in the jungle, ailing. Commerson prescribes a mineral diet for her, saves her life.

Presented At Court

Sixty years later, at the court of King George IV, Sanderiana and her eight sisters are presented.

Act III is set in the Rio Grande Valley, opening after Sanderiana had been carried to New Orleans by a shipbuilder, following a trip around the world. There is a romance and a honeymoon cruise, with Sanderiana as companion of the bride, to Clarksville, followed by a trip to Matamoros.

In the finale, Mr. Trail meets Princess Sanderiana and they are joined in a gala wedding with attendants of Grapefruit, Lime, Lemon, Rose, Cactus, Whitewing, Sally Terrapin, Jack Rabbit, Uncle Neptune, Poinsettia, Hibiscus and numerous other flowers.

The Wedding Rites

"Preacher Advertising" pronounces the wedding rites:

"Dearly beloved, we are gathered here in the sight of these garden lovers for the purpose of joining together Princess Sanderiana Bougainvillea and Mr. Trail of the Rio Grande Valley of Texas. According to the ordinance of the Valley Council of Garden Clubs and the towns of this Valley we have permission to do so. This ceremony which I am about to administer holds a sacret promise from you all. These two parties which are about to be joined together cannot live, prosper and grow without your support.

Work Together

"It is for you, the chambers of commerce in the Lower Rio Grande Valley of Texas, to stand behind this union with all the civic pride in your organizations. This is only the beginning. Let us work unceasingly, not as single towns, but altogether, until this whole Valley becomes one solid family in a profusion of Bougainvillea beauty.

"You have the men, you have the women, and you have the tenacity to do this. It is for you, the people of the whole community, to dedicate your lives to this task of constantly striving to make your grounds, lawns, and gardens more prolific with bougainvillea plants. You are all a part of this great plant. Men of the highway department, your share in making this union successful is not small. Visitors from every section of this country travel our highways to glimpse the Magic Valley. What de we have to offer them? Beauty aplenty, but not enough.

New Goal

"With the union of this flower and this trail, you have an entirely new goal within your reach. Other organizations have their share of responsibility, too. Not enough can be said or done to make this union perfect.

"Visitors to our Valley, it is for you to carry the news of the Trail to your respective homes — whether you come from Kansas, Wyoming, Maine or Tennessee, tell others so they, too, may thrill with enthusiasm when this magic land is named."

ALL MILLWORK BY . . .

TUGGLE SASH & DOOR COMPANY

257 Fronton St. Phone 860

BROWNSVILLE

The Dean Porter Residence is Located in

LOS EBANOS ADDITION

BROWNSVILLE

Truly beautiful . . . . appealing to those who appreciate natural beauty.

LOS EBANOS ESTATES, INC.

Offices: El Jardin Hotel Bldg. Phone 499

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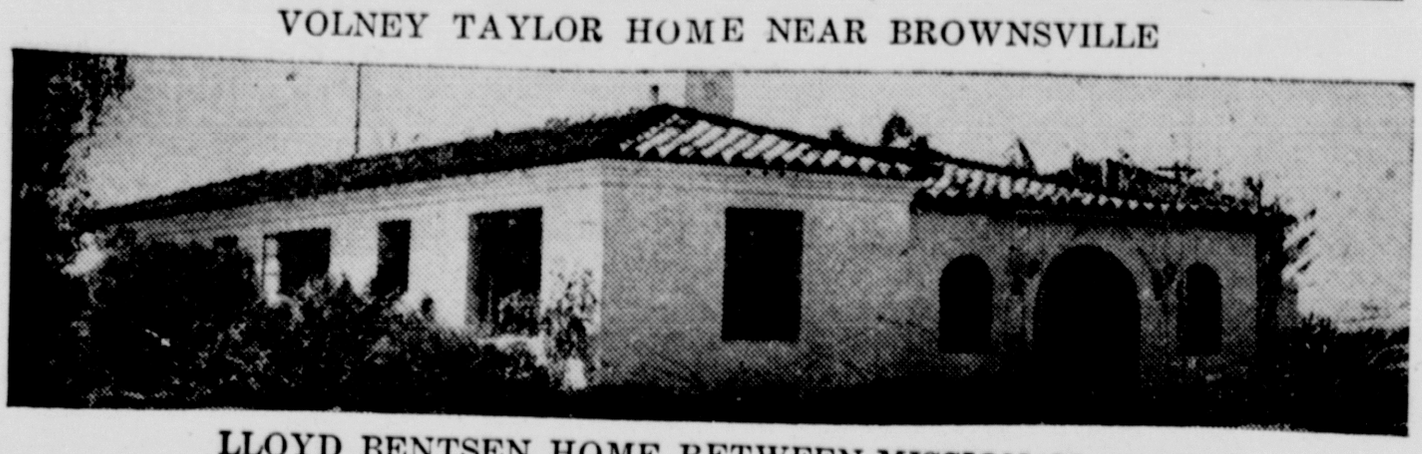
VOLNEY TAYLOR HOME NEAR BROWNSVILLE



LLOYD BENTSEN HOME BETWEEN MISSION, McALLEN

ELMER BENTSEN HOME NEAR MISSION

FROM YUCATAN

A type of anacahuita tree different from the native tree of the same family in the Lower Rio Grande Valley is being grown as a test at the Rio Grande Valley experiment station. It grows in Yucatan and has red and yellow flowers.

WILD WOOD VARIETY

More than 50 varieties of wild wood grow on the La Lomita hill near Mission. In and around Granjeno lake, sometimes called Hackney Lake, there is a dense wood with a variety of trees, including some beautiful ash.

'Our Valley Home'

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We Consider

CHARRO DAYS

ONE OF THE VALLEY'S BEST ASSETS

THE SAN BENITO BANK & TRUST COMPANY

Member Federal Deposit Insurance Corporation

You Can Tell The Difference Blindfolded!

Hi-Way Inn Steaks are Different! Tender, juicy and a distinctive flavor. That's because we feed and kill our own beef, right here in Harlingen, and you are assured that every steak is prime baby beef.

And so it is, also, with pork. We feed our hogs grain and do our own killing.

And to make these choice meats all the better, we prepare them in our own barbecue pits.

HI-WAY INN

MR and MRS. ROY C. PORTER, Owners

Near the 4 Corners — Harlingen, Texas

Knocks on the Door of Those Who are

PREPARED!

The smartest men and women in the country today are those who realized early in life that it is necessary to be prepared to make their own way through the world.

Whoever neglects his early opportunity seldom has another one.

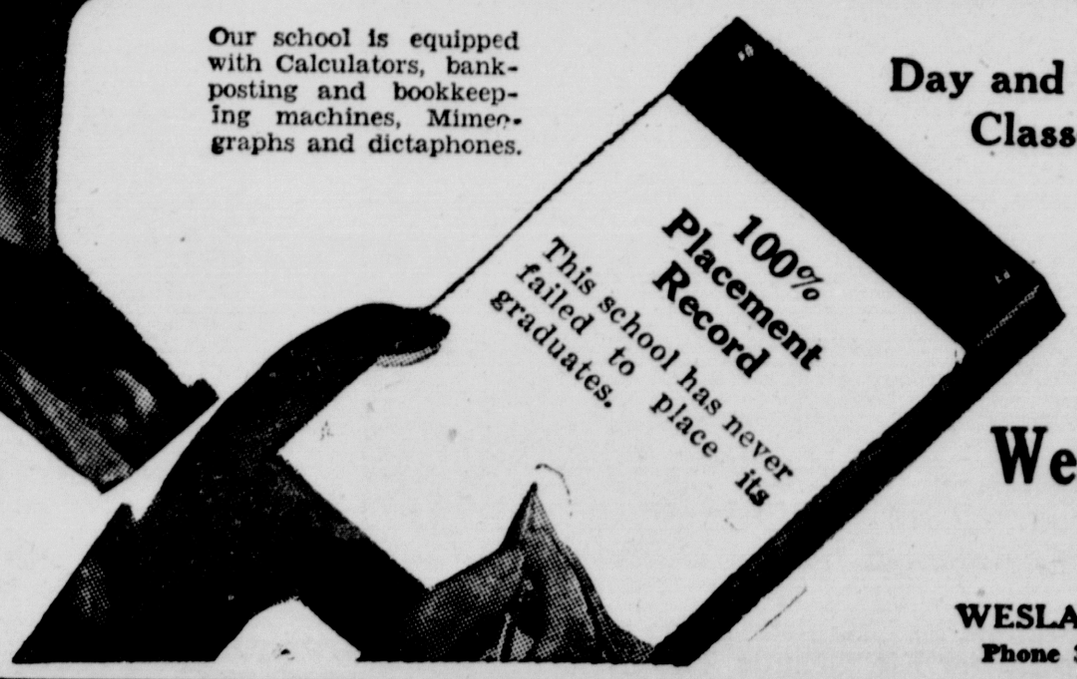
Business will give you a chance to make good—but you must be ready for your job.

Enroll Today for—

- Complete Business Training
- Accounting
- Secretarial Training
- Shorthand—Gregg
- Stenotypy
- Office Machines

. . . AND RECEIVE FREE CIVIL SERVICE TRAINING

Our school is equipped with Calculators, bank-posting and bookkeeping machines, Mimeographs and dictaphones.



Day and Night Classes

Uncle Sam Needs You

With hundreds of thousands of our young men now enlisting in the army there are greater opportunities in the business world than ever before. For both young men and young women there are thousands of jobs open in civil service. Many of our graduates have recently been given Civil Service Appointments—in Washington, Austin, Fort Bliss and in local communities.

BECOME AN EXPERT STENOTYPIST

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Weslaco-McAllen Business Training School

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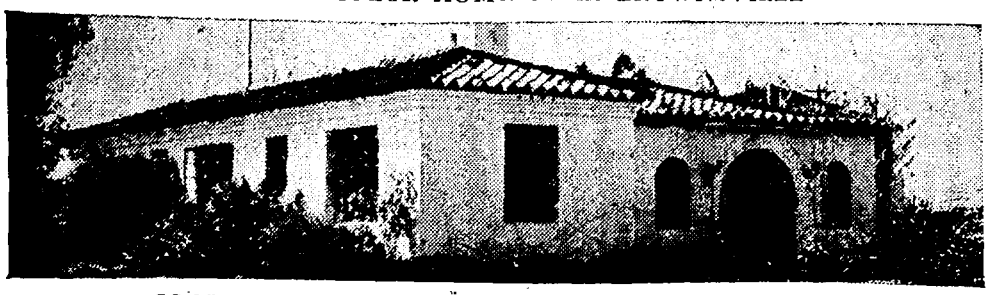

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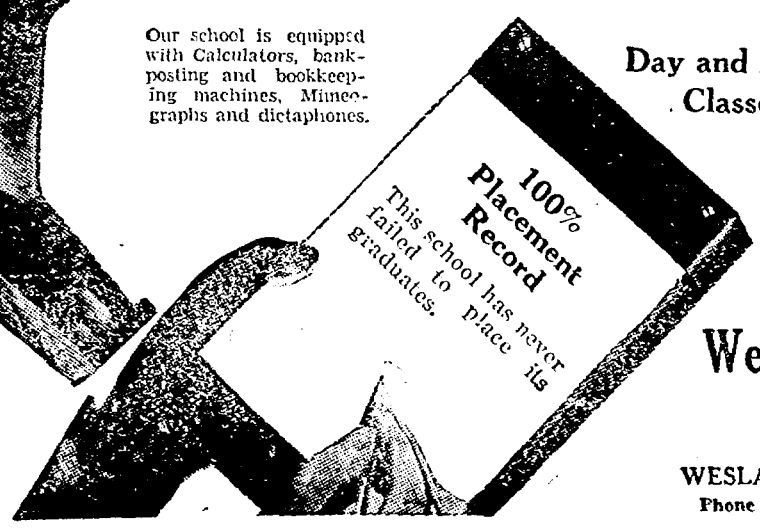

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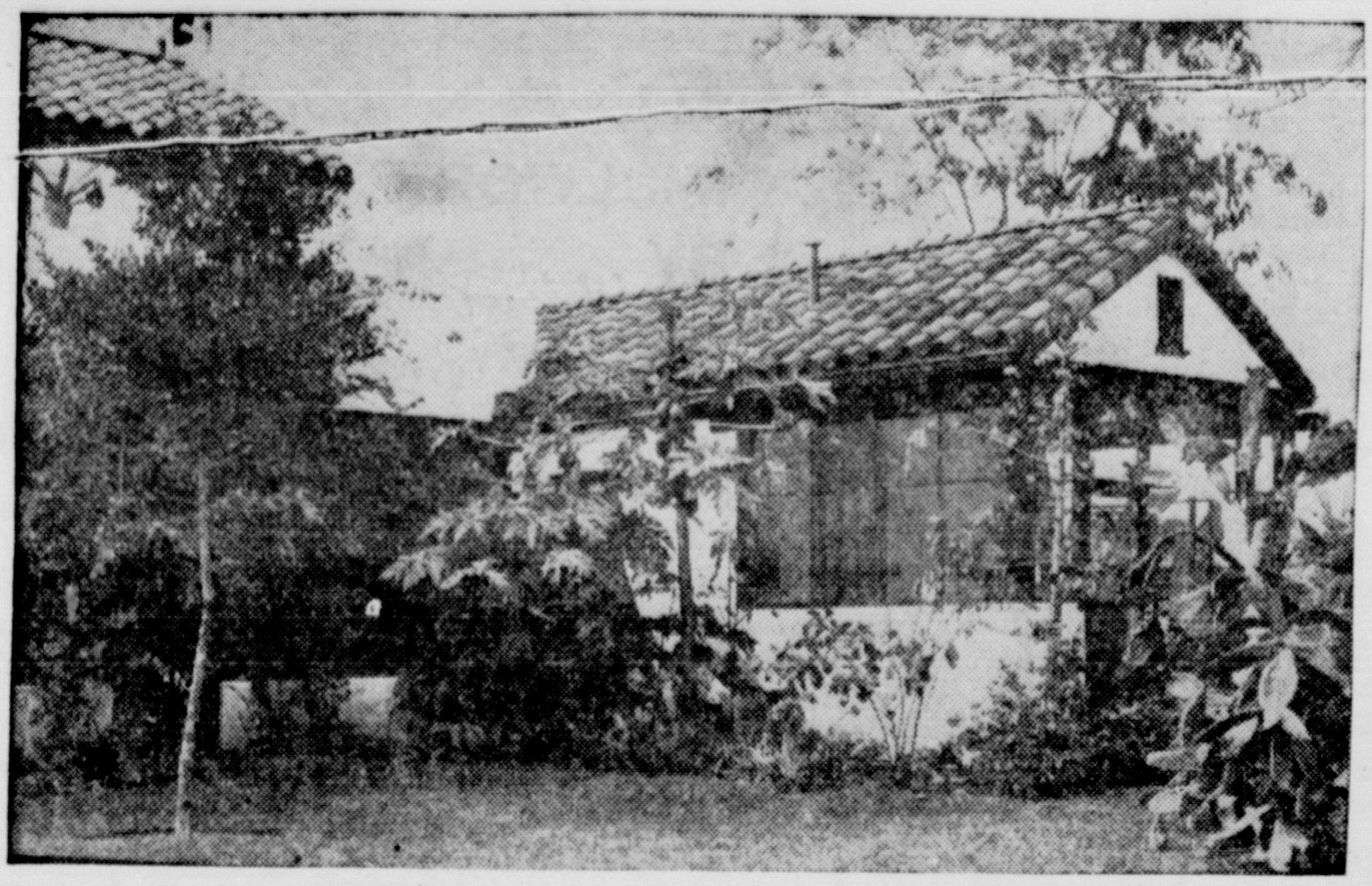


PRIZE WINNING GARDEN IN VALLEY
Percy Herman home, McAllen, winner of 1940 Most Beautiful Yard Contest

ROSE GARDEN, planted at Missouri Pacific station park by Harlingen Garden Club.

MRS. S. L. MILLER
President, McAllen Garden Club

WE extend congratulations and best wishes to all who have worked so faithfully in making the Bougainvillea Trail an outstanding feature of our Valley.

Edelstein's
BETTER FURNITURE
3 BIG STORES
BROWNSVILLE
HARLINGEN
McALLEN
Broadway at Beaumont

Success to Charro Days!

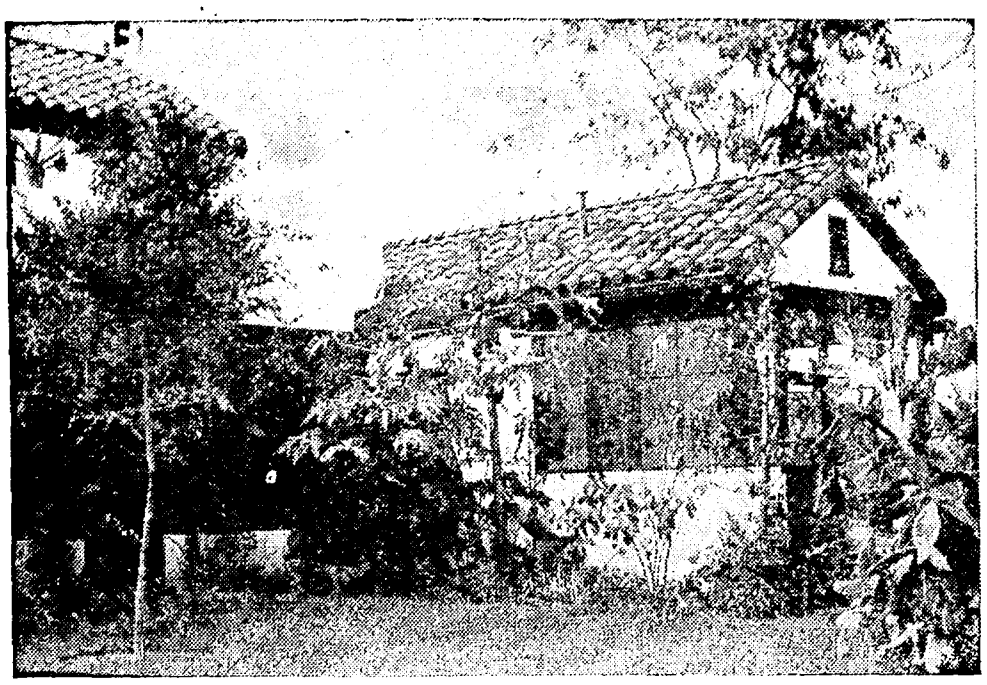
The First National Bank
OF WESLACO
C. L. SKAGGS, Vice. Pres.
Member Federal Deposit Insurance Corp.
Member Federal Reserve System

CHARRO COURTS
(JUST OUT OF BROWNSVILLE ON U. S. HIGHWAY 281)
$2.00—$2.50—$3.00
Special Weekly & Monthly Rates
- Modernistic Styling
- Venetian Blinds
- Tiled Baths
- Single or Double Beds
- Hot, Cold Soft Water
- Individual Telephones
- Modern Ventilation
- Beautiful Landscaping
- Soothing Gulf Breezes

62 ROOMS 52 BATHS 62 PHONES
HOTEL McALLEN
OUR SERVICE MUST PLEASE "YOU" THEN TELL YOUR FRIENDS, OTHERWISE TELL "US" THANKS.
C. F. REDMON, Owner McALLEN, TEXAS

A Job Well Done!
Members of the Garden Clubs of the Lower Rio Grande Valley have done a fine job in creating the Bougainvillea Trail.
And, speaking of jobs well done, that's what everybody says who sends their laundry to the Harlingen Steam Laundry. We take pains to do the job a little better than you expect.
Harlingen Steam Laundry
and Dry Cleaning Works
Finest Plant of its Kind in this Section

STEP FUN UP WITH WON-UP!
DELICIOUS-REFRESHING
QUENCHES THIRST L-O-N-G-E-R
OR DOUBLE YOUR MONEY BACK!*
Thousands are switching to this modern tangy grapefruit juice! And no wonder! WON-UP's deliciously different! Made the costlier hand-reamed way to eliminate bitter rind. Non-fattening, rich in vitamin "C." Quenches thirst longer because it builds up your alkaline reserve! Try WON-UP today!
Drink WON-UP
CONTENTS 5½ FLUID OUNCES UNSWEETENED WON-UP GRAPEFRUIT JUICE Shake, serve cold ENGELMAN GARDENS ASSOC. EDINBURG, TEXAS DRINK DIRECT FROM CAN
5¢
*Try a can of WON-UP. If you don't agree that it quenches your thirst longer than any other popular soft drink, send the can together with your reasons to WON-UP, Edinburg, Texas, and you'll get back *twice* the purchase price!



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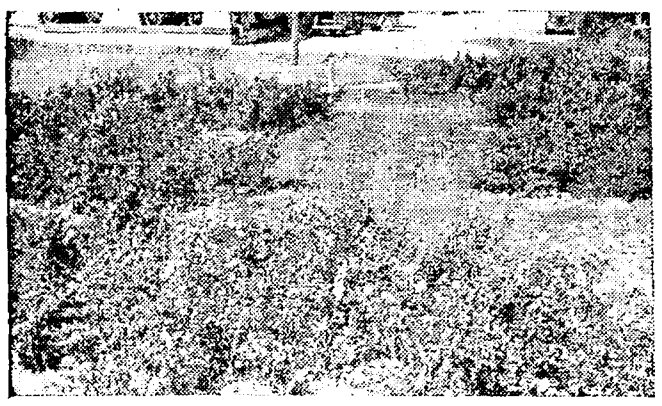

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- Single or Double Beds
- Hot, Cold Soft Water
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OUR SERVICE MUST PLEASE "YOU" THEN TELL YOUR FRIENDS, OTHERWISE TELL "US" THANKS.
C. F. REDMON, Owner McALLEN, TEXAS

A Job Well Done!

Members of the Garden Clubs of the Lower Rio Grande Valley have done a fine job in creating the Bougainvillea Trail.

And, speaking of jobs well done, that's what everybody says who sends their laundry to the Harlingen Steam Laundry. We take pains to do the job a little better than you expect.

Harlingen Steam Laundry
and Dry Cleaning Works
Finest Plant of its Kind in this Section

An Invitation....

• from the City of Brownsville

AND THE

• Brownsville Chamber of Commerce

Home-seekers and industrialists alike will find greater advatages in this progressive City.

Enjoying a low tax rate, Brownsville owns and operates its electric, water and sewer systems as well as an International Airport.

With two domestic airlines (Braniff and Eastern), in addition to the international Pan-American Airways system, which maintains the base for its Western Division in Brownsville, the modern airport owned by the City has already outgrown its facilities. Today the City is launching an airport expansion program that will entail the expenditure of an additional one million dollars.

You Can Play Outdoors the Year 'round in Brownsville

Ideal Climate

Located at the Southern tip of the United States, Brownsville has no winter sting and a gentle gulf breeze makes summer pleasant.

You can play golf every month of the year, fish the year 'round, and hunt in two countries which offer not only long seasons but a wide variety of game. And you can sun yourself in a semi-tropical sun, in a Latin-American atmosphere throughout the winter.

In this garden-spot of the nation, where flowers bloom in the winter, the average temperature during December, January and February is just pleasant spring weather.

Fishing Headquarters

Brownsville is fishing headquarters for as wide a variety of game fish as may be found any place. Within a few miles of the city there are beautiful fresh water lakes, the surf, the ship channel and charter boats for deep-sea fishing are available.

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Ducks, geese, quail, whitewings, turkeys and all kinds of game abound nearby hunting grounds. Across the border in Mexico longer seasons and wider varieties of game can be found.

Many Places of Interest

Historic Matamoros, with its interesting shops and unique eating places, offers much of interest to the tourist. In addition there are boating and swimming in the gulf, golf, horseback riding and hiking. At the Chamber of Commerce you will find other recreational facilities, under the direction of hostesses with a continual round of social events during the winter. There are many interesting historical points nearby, on a great network of paved roads.

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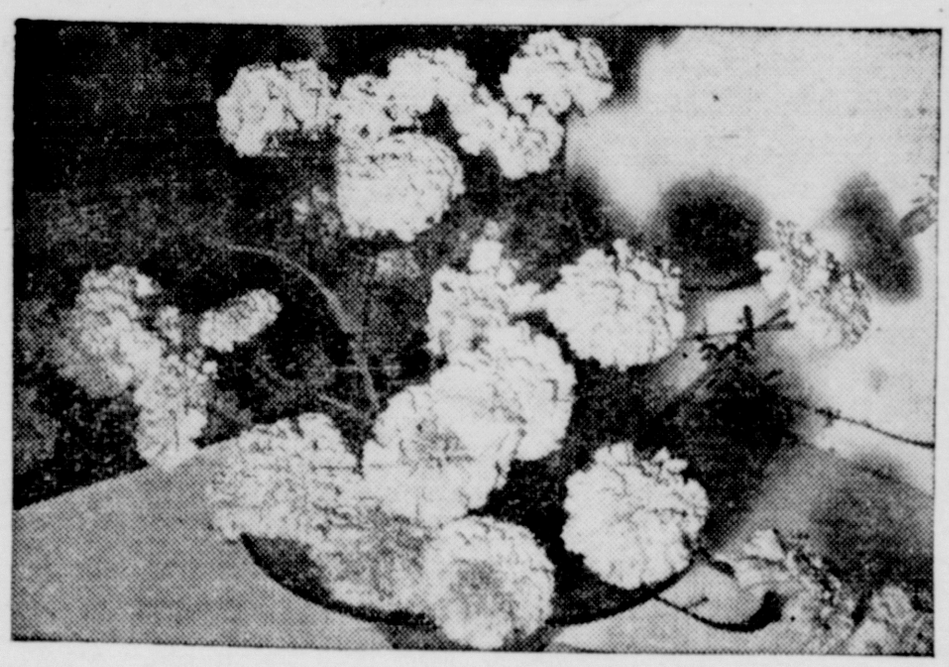
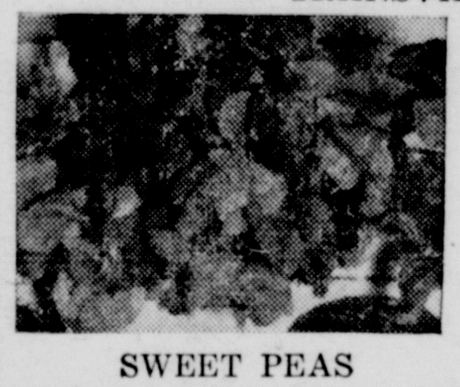
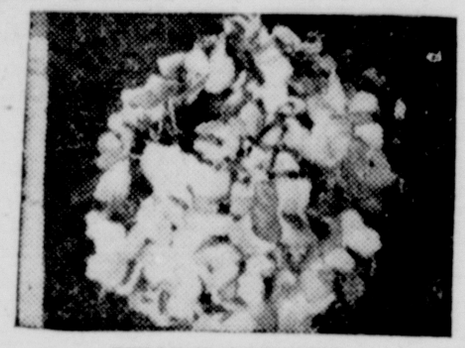


MARIGOLD

TRANSVAAL DAISY



SWEET PEAS



HYDRANGEA

Plant BOUGAINVILLEA Now

Write for our Price List of Trees, Shrubs, Vines, Roses, Palms, Bedding Plants, etc.

Greenhouses and Nurseries midway between Mercedes and Weslaco, and on Mile 3 Road.

P. O. Address, Mercedes or Weslaco

Flowerland
FLORISTS-NURSERYMEN

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Harlingen
222 W. Monroe
Phone 1367

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SEPP'S
SANDWICH SHOP
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An inviting retreat where you will find food you'll smack your lips over—
Real Home Made Chile
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Old Fashioned Bean Soup
Home Made Pies

THE GARDEN CLUB OF THE AIR

Tune In
The Garden Club of the Air
At 11:45 A. M. Each Tuesday and Thursday
KRIS CORPUS CHRISTI
KPRC HOUSTON
Mrs Ralph Conselyea
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Tourists and Sportsmen—Make
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Your Headquarters While in
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Special Sea Food Dinners from Nearby Waters, and Fresh Fruits and Vegetables Just Beyond Our Doorstep—Typify Southern Cooking At Its Best
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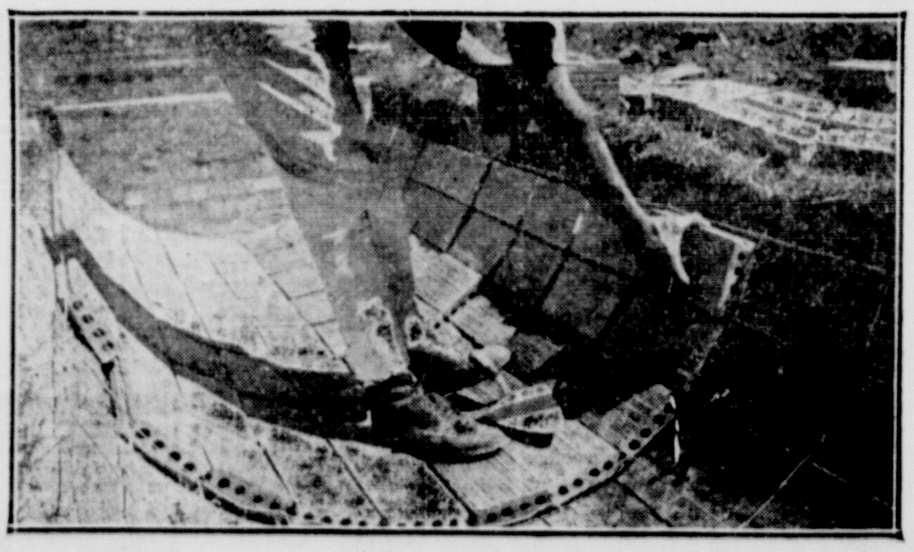
Protect Your Land with Brick-Lined Canals



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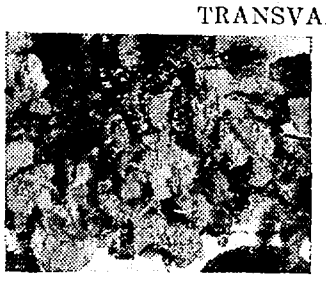

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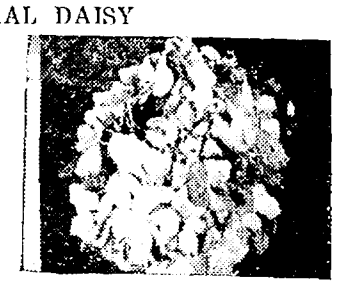

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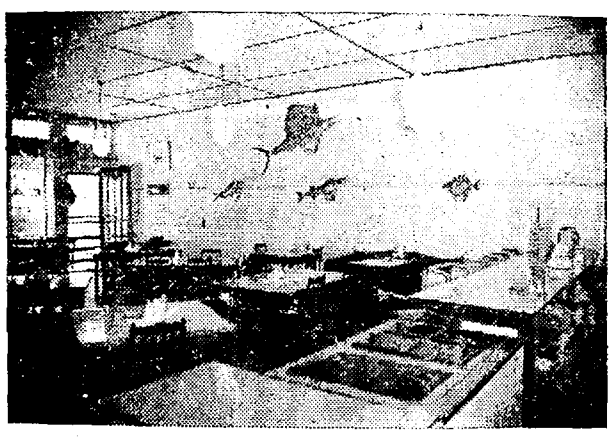

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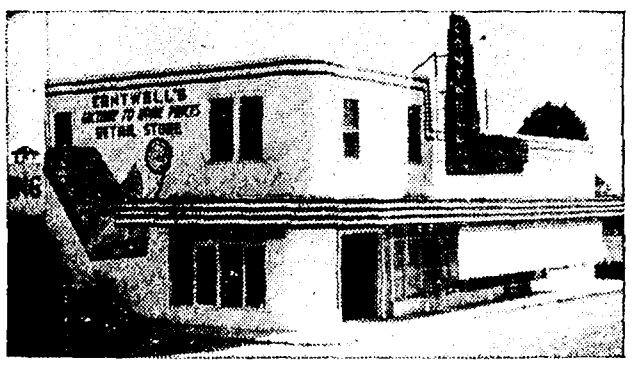

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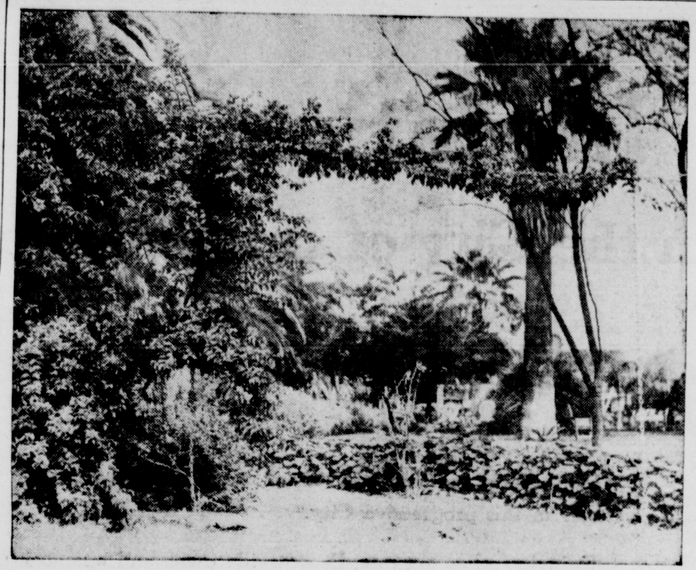

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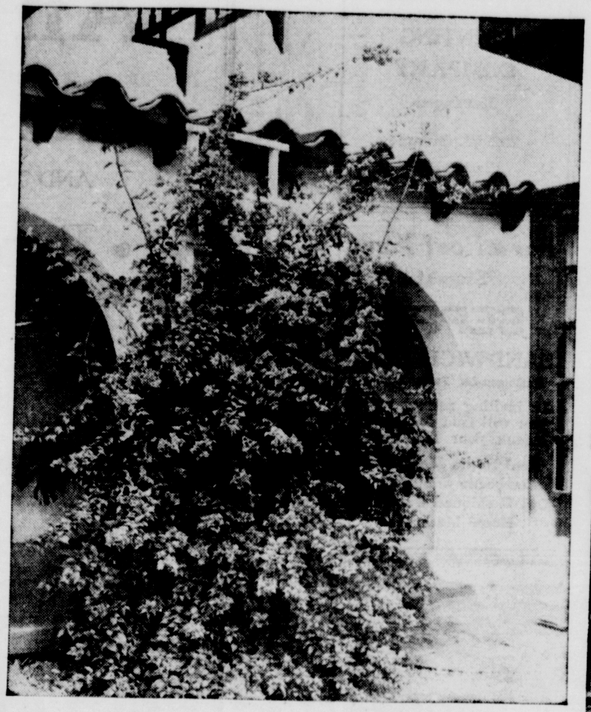

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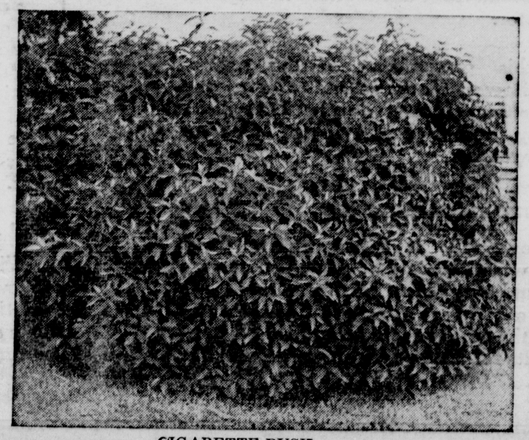
CURTIS—The charm of this plant is not in the flowers themselves, which have no particular beauty recommend them, but in the large bracteas or floral leaves, which are full and bright in color. In respect of color, the bracteas are exceedingly variable. In Paxton's plant they are deep purple, in others deep green. In some of our specimens, they are brick-red. Mr. Tweedie, in a note accompanying his specimen, says, "The Trees seem all on fire with them."

PARENT OLEANDER

Growing at Port Isabel, back of the Champion store is a large oleander plant, known as the "mother" of all oleanders in the Valley. It is said that someone with Zachary Taylor's army went to New Orleans and brought back a potted oleander plant and transplanted it. Cuttings from it have been carried throughout the Valley. Port Isabel is known as the "Oleander City."

Flowering Native Semi-Tropical Trees and Shrubs Abound In Lower Rio Grande Valley

RETAMA TREE



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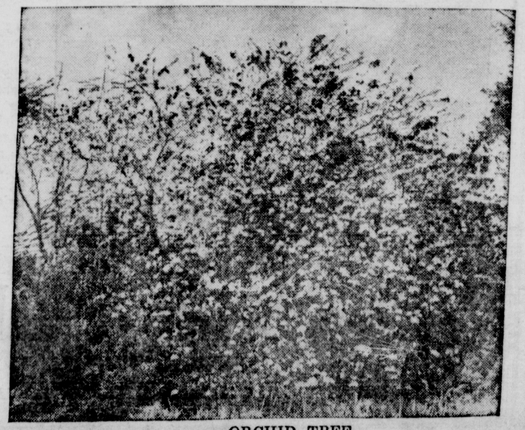

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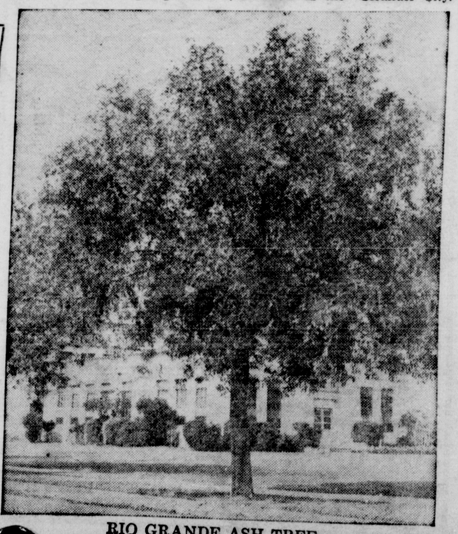

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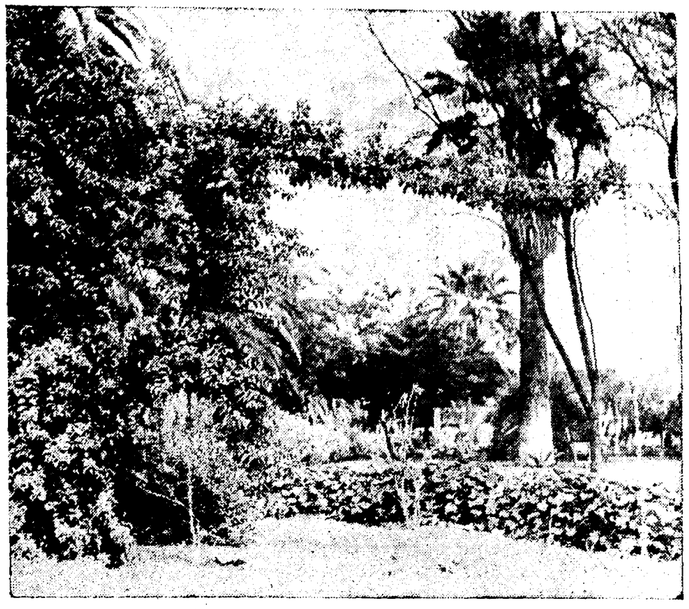

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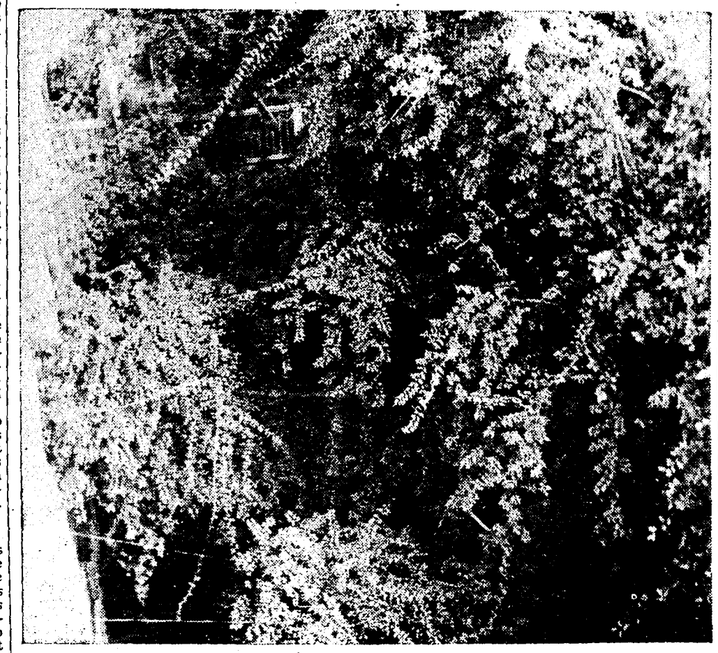

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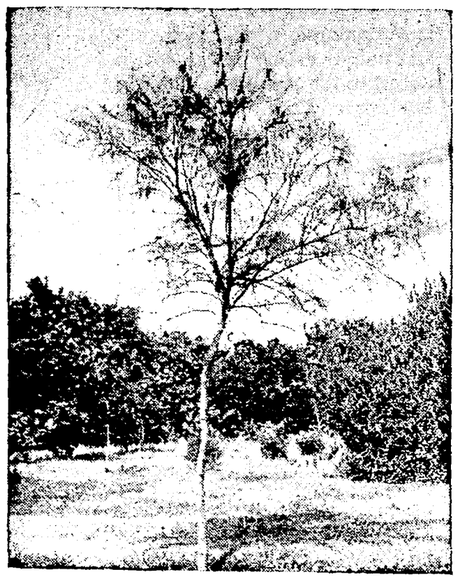
CURTIS—The charm of this plant is not in the flowers themselves, which have no particular beauty recommend them, but in the large bracteas or floral leaves, which are lull and bright in color. In respect of color, the bracteas are exceedingly variable. In Paxton's plant they are deep purple, in others deep green. In some of our specimens, they are brick-red. Mr. Treeedie, in a note accompanying his specimen, says, "The Trees seem all on fire with them."

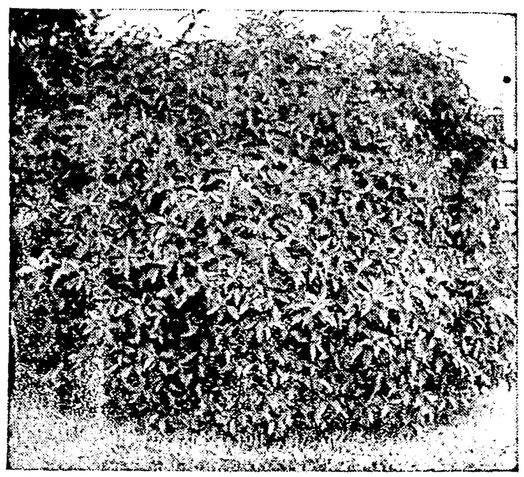
" PARENT OLEANDER

Growing at Port Isabel, back of the Champion store is a large oleander plant, known as the "mother" of all oleanders in the Valley. It is said that someone with Zachary Taylor's army went to New Orleans and brought back a potted oleander plant and transplanted it. Cuttings from it have been carried throughout the Valley. Port Isabel is known as the "Oleander City."

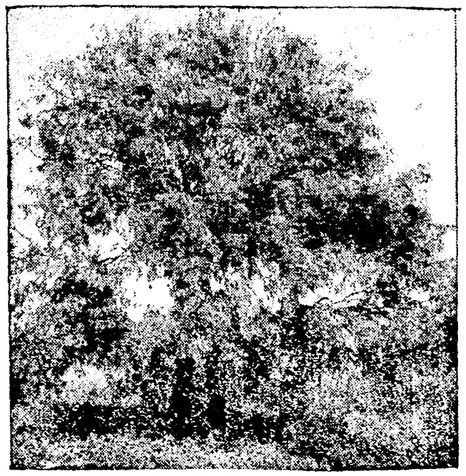
Flowering Native Semi-Tropical Trees and Shrubs Abound In Lower Rio Grande Valley



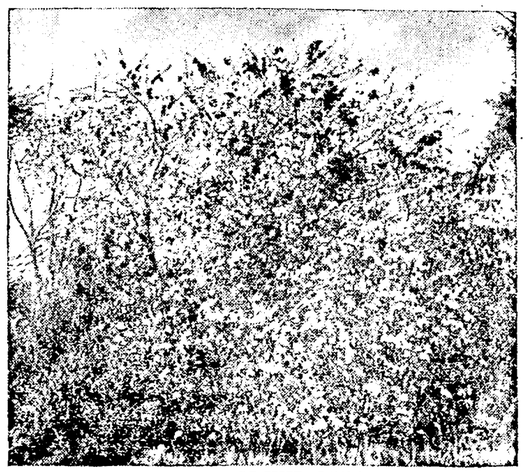
RETAMA TREE



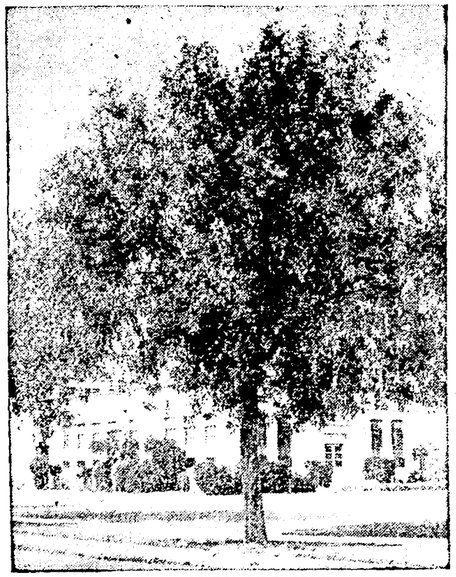
CIGARETTE BUSH



MESQUITE TREE



ORCHID TREE



RIO GRANDE ASH TREE

China Poblana
.. Charming Symbol
of Lower Rio Grande
Valley Fiesta Spirit
It's Always
FIESTA
Time in the
VALLEY
Star - MONITOR - Herald
1941 Bougainvillea Trail Invitation Edition

DIRECTORS:

MRS. H. R. HUDSON

J. W. ENGLISH

WOODS CHRISTIAN

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FRANK WALKER

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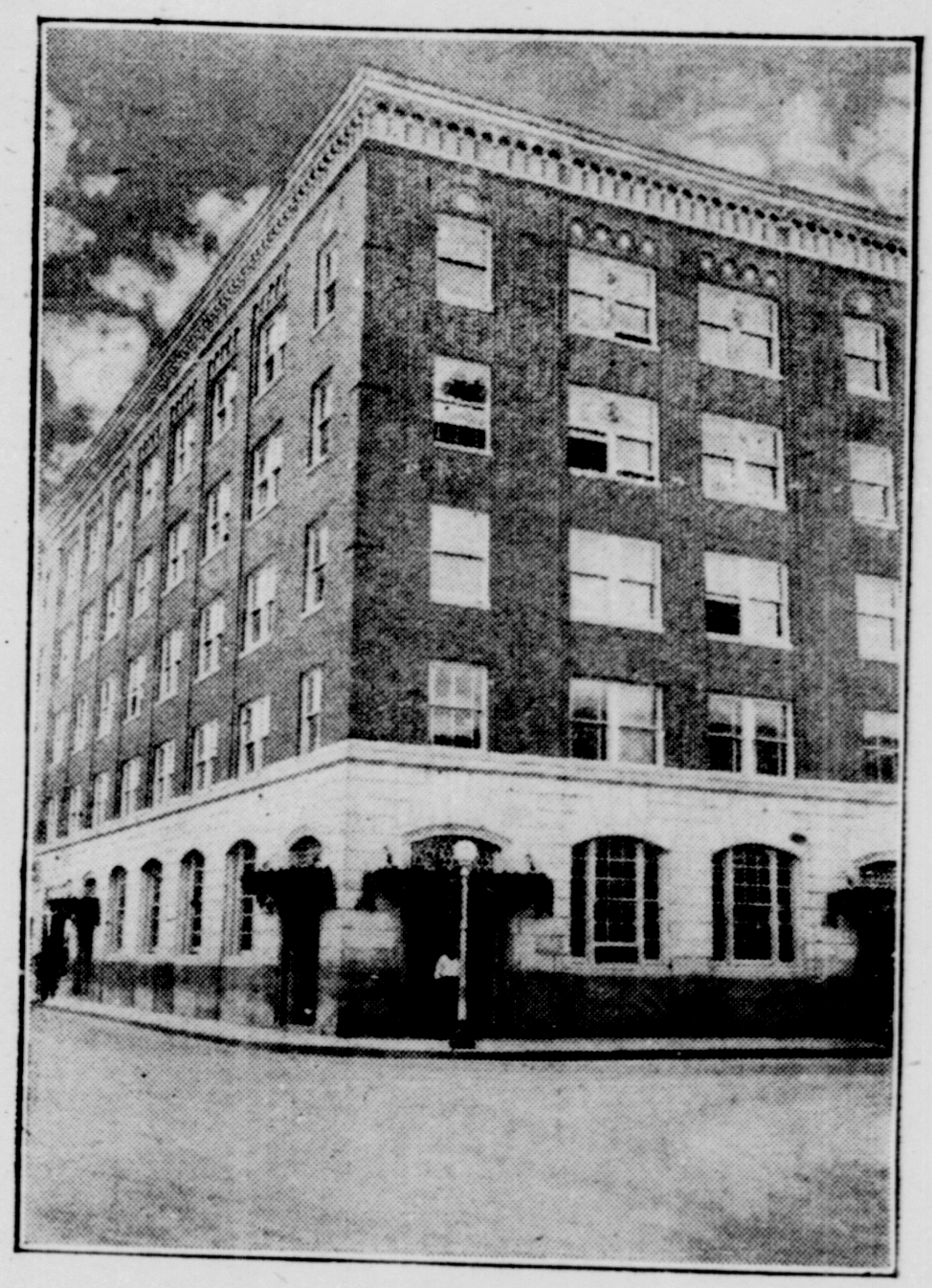
WM. T. ALDRIDGE

H. L. THOMAS

MARSHALL WATSON



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1941 Bougainvillea Trail Invitation Edition

Charro Days Unique Among U.S. Celebrations

A Twelve-Month Round Of Festivals In The Lower Rio Grande Valley Keeps Alive the Traditional Fiesta Spirit Of The Stirring Carefree Epoch That Made History Along the Mexican Border

CHARRO DAYS GROUP IN TEHUANA COSTUME

Four-Day Fun Fest Set In Border City

UNIQUE among festivals in the United States is the Lower Rio Grande Valley's annual "Charro Days."

The fiesta takes place in Brownsville this year, beginning February 20 and continuing through February 23.

The now-famous event was started to re-create some of the color, romance and picturesque customs of the border of long ago.

Everybody Takes Part

Thousands of visitors now see the colorful and spectacular entertainment of Charro Days. The charm of the fiesta lies in the fact that everyone in Brownsville takes part, becomes a Charro or China Poblana.

Visitors from Indiana, New York and other states quickly catch the fever when they move into the Charro Days atmosphere of the city. They immediately get costumes and join the home folks in the big celebration.

Typical Costume

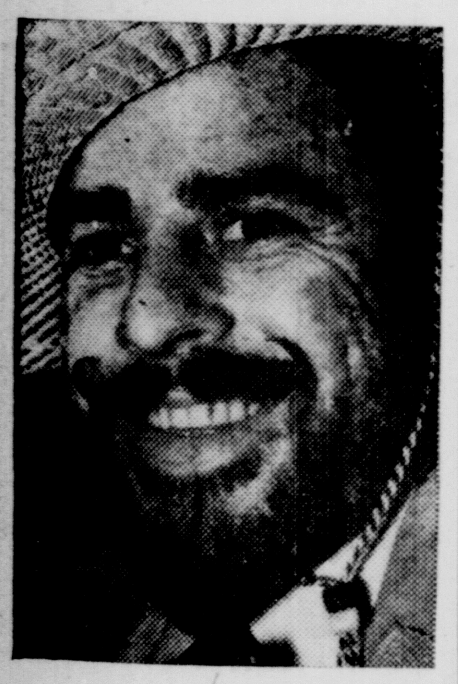
Costumes are all typical of some part of Latin America. Standard costumes are the Charro for men and China Poblana for women. There are scores of variations on these, and the big carnival looks like a gathering of people from all over Latin America.

Every man a king and every woman a queen is one of the Charro Days mottoes. None of the conventional coronations and royalty of many festivals has a place here where the fiesta is a big song and dance and general fun-time.

Features include Mexican Village, international rodeo with bronco busters of two nations, bull fight, strolling Mexican singers, band concerts, spectacular parades, costume balls, street dances, speedboat races.

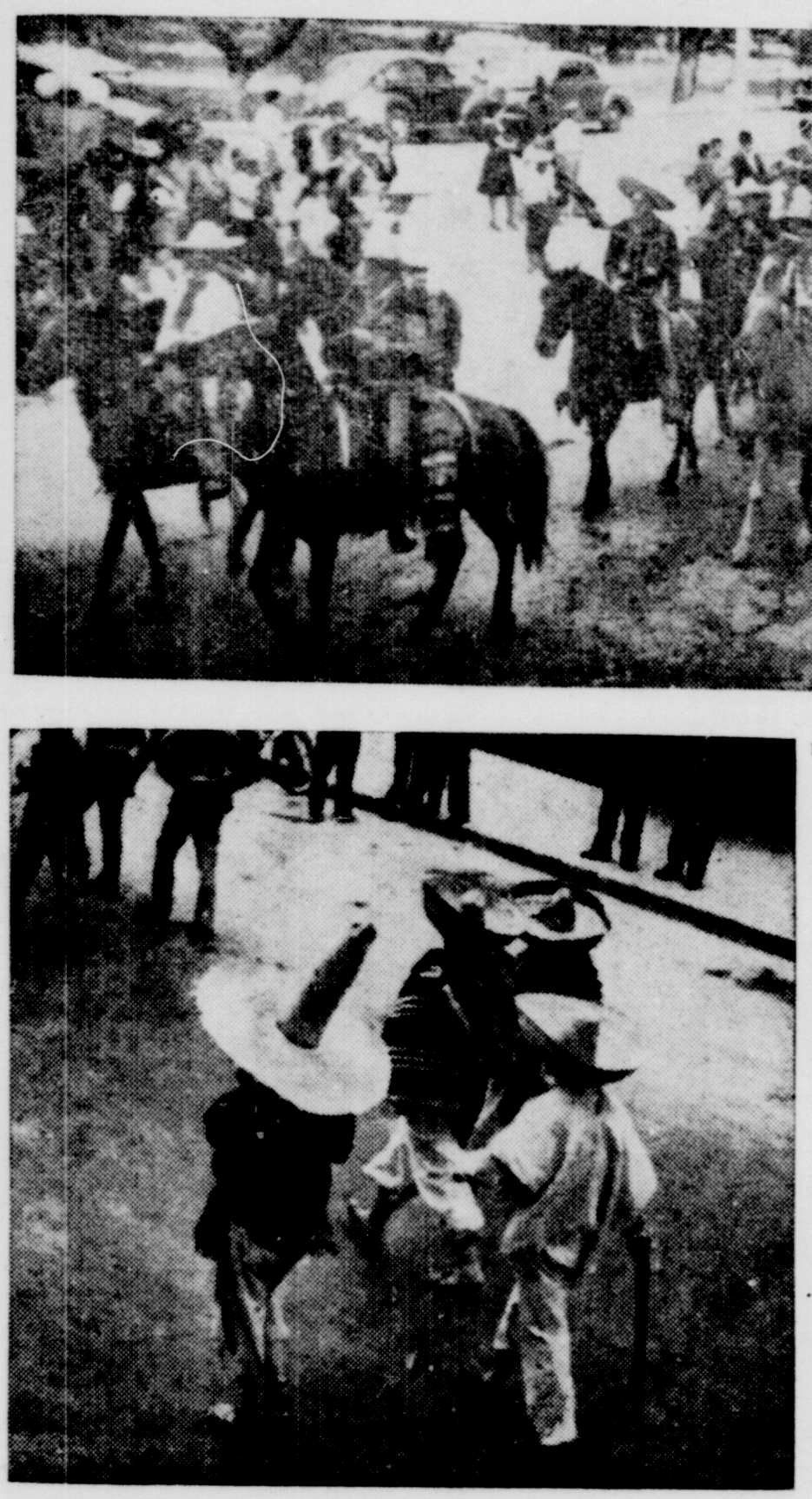
Four days of unceasing merriment—that's why the slogan:

"A Charro Never Sleeps!"



PRIZE BEARDS

Romantic is the Word for Charro Days, and Facial Ornaments Add a Touch of Glamor



CHARRO DAYS
Parade Scenes

Entire Valley Takes Part In Charro Days

Charro Days, the famous annual fiesta, takes place in Brownsville, with one day's events in Matamoros, across the Rio Grande.

But it is in a real sense a Valleywide fiesta. Residents of the entire Rio Grande Valley each year look forward to the event.

Men in every town, from Port Isabel to Rio Grande City, grow beards, don Charro suits. Women, months in advance, begin preparing their costumes for the event.

Coming at a time when the Valley is full of winter visitors, the fiesta brings together in one big carnival of unceasing four-day merriment persons from practically every state in the country.

CHARRO DAYS FIESTA

BROWNSVILLE, FEB. 20, 21, 22, 23

THE Charro Days Fiesta in Brownsville, Texas, is like no other fiesta held in the United States.

Started originally to recreate some of the color, romance, and picturesque customs of the old border, where the Latin-American and the Anglo-American meet, it has gone far beyond its original purpose.

It now furnishes thousands of visitors with one of the most colorful and spectacular entertainment festivals held in the nation. The charm of the fiesta is rooted in the fact that every one who comes to Brownsville takes part—becomes a Charro, or a China Poblana. Visitors from Indiana, New York, and other states quickly catch the fever when they move into the Charro Days atmosphere which permeates the city before the celebration opens. They immediately secure costumes and join right in with the home folks in putting on Charro Days.

Everyone wears a costume typical of some part of Latin America. The standard costumes are the Charro, or Mexican cowboy, for men; and the China Poblana for women. There are not only scores of variations on these costumes, but hundreds of other costumes in evidence during the fiesta, so that the big carnival looks like a mixing of the peoples of all Latin America.

The fiesta is one of song, dance, and merriment generally, and it is conducted entirely without the conventional coronations, royalty, etc., of the usual fair. At Charro Days every man is a king, every woman a queen.

Such features as a Mexican Village, an international rodeo with the best bronco busters of the two nations on hand, bull fight across the Rio Grande, strolling Mexican singers, band concerts, spectacular parades, one at night, and one with six thousand children taking part, costume balls, costume street dances, speedboat races and the ever present bearded men and costumed women are some of the many attractions the fiesta offers.

There is never a dull moment.

Those who have attended the fiesta are particularly charmed by the informality and good fellowship which prevails everywhere.

For Charro Days is truly a fiesta for everyone. And remember—"A Charro Never Sleeps!"

Come and be gay with us—40,000 people in costume, 8,000 Bearded Men.

Come–Be Gay With Us!

An Afternoon With A Group Of Lovely China Poblanas

IN TYPICAL Costume, the Chinas stroll.....

ONE STOPS to pick a flower.....

AT FLOWER-COVERED well, they pause.....

SHE STUDIES maguey plant.....

GRAPEFRUIT TREE lures them.....

SPANISH DAGGER interests her.....

LOOKING for a spot to rest.....

THEY FIND IT . . . In Quinta La Paz Tower.....

DIRECTORS:

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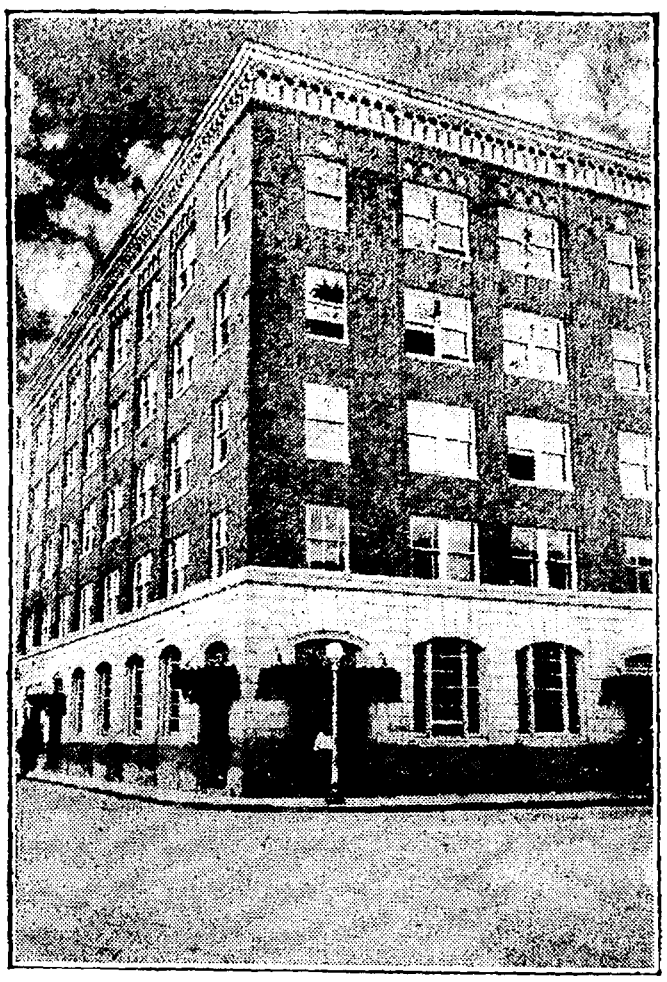

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Children, Too, Have An Important Role In Charro Days Fiesta

THE ANNUAL CHILDREN'S PARADE is big Charro Days feature.... This trio waits to get in line.

THE Lower Rio Grande Valley of Texas, a center of agriculture, industry, and trade activity, is a section of our nation with a merited pride in accomplishment.

Its rapid growth and progress displays the foresight and intelligent direction which has been one of the major factors in its growth; those responsible are to be commended for the job they have done.

We are proud of the part we have played in this development, and here pledge our continued support and effort toward its future advancement.

Hygeia

Harlingen San Benito Brownsville
La Feria Mercedes Weslaco Pt. Isabel

At the soda fountain ::: the restaurant ::: the rendezvous where you meet your friends ::: you are proud to order 7-Up. Clear, uncolored 7-Up is the favorite of those who insist on the best.

When people see you sipping 7-Up they know you have good taste in beverages. In any company, you may be sure you are in the best company with 7-Up.

YOU LIKE 7-UP ::: YOU PROUDLY DRINK 7-UP ::: AND 7-UP LIKES YOU!

Pro Baseball Teams Train In Valley

Spring training of professional baseball teams brings still another attraction for tourists in the Lower Rio Grande Valley.

The excellent climate and abundant sunshine during most of the winter and early Spring months, when most of the country is still chilled, have been discovered by the baseball men. As a result, more and more teams will be training in this sction.

Already definitely engaged for spring training in the Valley are three professional teams—two from the Texas league and one from the American Association, a team of the AA class.

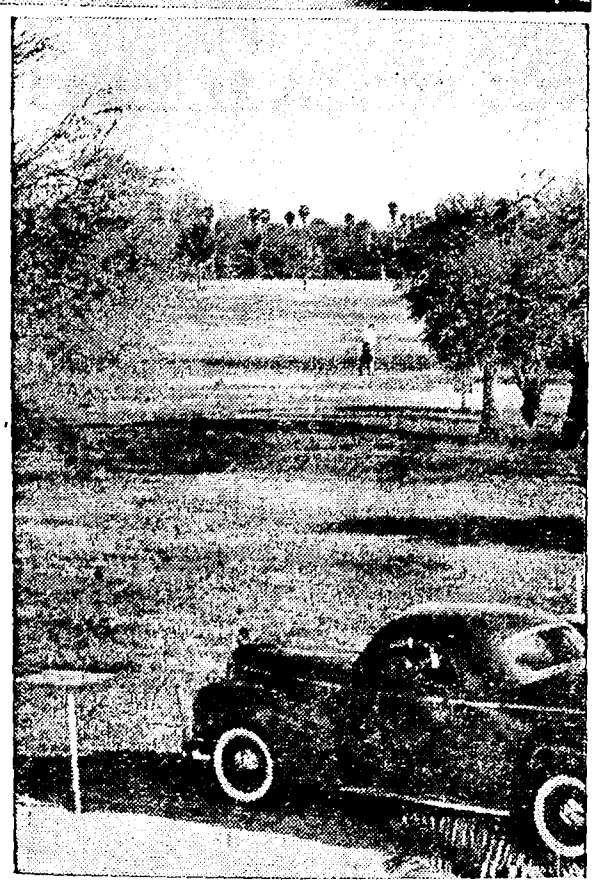
The Toledo Mudhens of the American Association are training in 1941 in Harlingen.

The San Antonio Missions are training at San Benito.

The Fort Worth Panthers are training at Brownsville.

Development of a professional baseball league in the Valley—probably with a winter schedule—is one of the aims of sports fans in this section.

James Stillman, who later became a famous New York banker, was born in the Valley, at Brownsville. The old Stillman home, built in 1849, is still standing.



The federal courthouse in Texarkana is located on the state line and serves judicial districts in Texas and Arkansas.

Railroad Arrival Gives Valley First 'Big Push'

The Valley's real "big push" in the way of development dates from the coming of the first railroad to connect this section with out-of-the-Valley points.

Opening of the new route on July 4, 1904, by the St. Louis, Brownsville and Mexico railway, Missouri Pacific subsidiary, was a memorable occasion.

Train Recalled

Old-timers recall the departure and arrival of the first trains on a rainy day that found streets, then still unpaved, turned into mud puddles. Despite the downpour, a large crowd with a brass band, was on hand to give a sendoff to Train No. 1, bound for Corpus Christi. Engineer George W. Thomas was at the throttle and Arthur W. Moore, brother-in-law of Deputy Sheriff Frank Brown was fireman.

That same morning, Train No. 2 left Corpus Christi, with Engineer H. H. Kendall, Conductor George H. Heustes, and Fireman Billie Jordan.

First Shipment

The first commercial shipment to leave the Valley by rail was sent out by Milton H. Cross of Matamoros. It consisted of 52 bales of cotton and some cattle hides.

In March of the following year, the first straight car of Valley vegetables made a triumphal exit from the Valley to northern markets. It was a carload of onions, shipped by McDavitt Brothers of Brownsville.

As the Valley grew in population and production, need was felt for additional railway connections.

After years of negotiations and preparation, the Southern Pacific railroad's first train entered the Valley late in 1926, and the line to Brownsville was completed in 1927.

Approximately 80 miles of Southern Pacific mainline traverse the Valley. The Missouri Pacific has about 60 miles of mainline and approximately 300 miles of branch line to the numerous shipping points in the Valley.

Pharr Booms As 'Junction City'

Pharr has for years been the "crossroads" of the Valley, junction of the east-west "Valley Main Street" from Brownsville to Mission and the north-south highway to Edinburg and Falfurrias.

The townsite was donated, cleared and subdivided by John Connally Kelly, Sr., of Huntsville, Alabama.

Before Kelly came to this region, H. N. Pharr and a younger brother arrived in 1904 from New Iberia, Louisiana, and attempted to duplicate the sugar cane industry of their home region.

The irrigation canals which they abandoned later were used for watering citrus groves.

Pharr was incorporated on March 8, 1916, and has grown steadily since that time.

Freeport, Texas, leads all Gulf ports in sulphur shipments.

A STEADY ROUND of social activity highlights community life in the Lower Rio Grande Valley. In every town there are clubs and other organizations to keep alive the friendliness and neighborly spirit that are characteristic of the Valley. Above is pictured one of the recreation centers, the Brownsville Country club, and to the left is a scene at the club's golf course.

Trade Post Grew Up As City of San Juan

San Juan (St. John) was a tiny community by that name before the settlement of the Valley got going in a big way.

Among the first Americans to settle was R. L. Savage, who came in with the prospective sugar cane developers in 1904.

The community before then had been a favorite trading post for ranch and farm families who lived on both sides of the Rio Grande.

The Romance of BOUGAINVILLEA

The Bougainvillea Vine, with its gay tissue paper lanterns, is named for the dashing and adventurous Admiral Louis Antoine de Bougainville of France who, after a "spat" with his sweetheart, set sail to travel the then known world . . . And it took him three years! This was in 1766. Even then three years was a long time for a beautiful girl to wait. So when Bougainville returned to France, his girl had married some one else. But, what is more important to garden lovers, he brought back to civilization the gay little vine which today bears his name.

The Bougainvillea Trail, which is making such a wonderland of the Valley, is but one of the many attractions offered members of Garden Clubs of Texas to attend their annual convention to be held in the Valley.

First National Bank
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A complete banking service to correspondents and their customers.

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GUESS WHAT'S GOOD!

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Heating, Ventilating, Air Conditioning, Sheet Metal Work, Welding.

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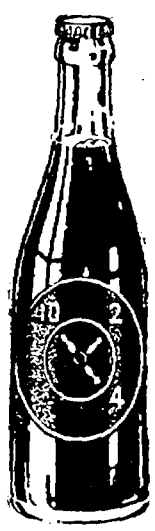

VALLEY DR. PEPPER BOTTLING CO., Inc.
BROWNSVILLE McALLEN

Music, Music Everywhere During Gay Charro Days Fete

STREET SINGERS
Guitar Players Everywhere During Charro Days

MEXICAN MELODIES
Songs of Old Mexico Heard During Fiesta

Sanitary— The House of Quality — Service

Phone 1182

Eureka CLEANERS & DYERS

Phone 1182

LAUNDRY

BROWNSVILLE, TEXAS

Visit Brownsville During—

CHARRO DAYS

Brownsville has spared no expense in the preparation of a gay festival for your enjoyment and entertainment. It is our wish that everyone in the Valley will be able to accept Brownsville's invitation for four days of fun making during Charro Days.

bollack's

BROWNSVILLE

Mexico Fiestas Add to Valley Fete Schedule

Romantic Old Mexico—just across the Rio Grande from the Lower Rio Grande Valley—provides some of the most colorful spectacles for fiesta hunters.

The Valley usually joins these celebrations, which added to the numerous festivals on the American side of the Rio Grande, keep up a steady round of fiestas through the year.

Traditional fiesta days in Mexico are Cinco de Mayo (Fifth of May), Diez y Seis de Septiembre (Sixteenth of September), and Veinte do Noviembre (Twentieth of November).

The Cinco de Mayo marks the victory of Mexican troops over French soldiers in the crucial battle of Puebla during the days of Maxmilian and Carlota.

The Sixteenth of September marks the 1810 "Cry of Freedom," issued by the parish priest, Rev. Miguel Hidalgo y Costilla, as the opening movement in the Spanish revolution for independence from Spain.

November 20 is the date of the revolution in 1910 which brought about the overthrow of long dictatorship of Porfirio Diaz.

Besides these national holidays, there are numerous religious and regional festivals south of the border, some of them general and some of them regional.

A number are connected with religious holidays, including Easter, Christmas, Twelfth Night, All Saints Day, and other outstanding events on the church calendar.

Any of these fiestas can be reached from any part of the Valley. Matamoros and Reynosa, the border towns, become the meccas for peasants and others from miles around, thronging the market squares with their wares. Parades, fireworks, native dances, are features of the fiestas. Bullfights and other spectacles are usually on the program.

Valley visitors or residents can reach the more distant fiestas in the interior of Mexico by plane, train, or bus, or in their own automobiles over all-weather roads.

Charro Days

Good to The Last Minute

La Perla Baked Goods

Good to the Last Crumb!

LA PERLA BAKERY

13th and Van Buren - Phone 418 - Brownsville

Charro Days

FEBRUARY 20-23

Just as Charro Days is the outstanding event in the Valley each year, so is Model the outstanding laundry and Dry Cleaning plant giving the people of the Valley the best service every day.

Model Laundry

and DRY CLEANING CO., INC.

Phone 1 Brownsville

Charro Days Revelers

Drop in at Samano's Drug Store
(Next to Penney's)

For a Refreshing Drink at Our Modern Fountain

Coffee — Sandwiches — Salads

Plate Lunches

You'll Enjoy the Festivities Much Better After Refreshments at

TRY OUR CHARRO DAY SPECIAL

SPECIAL FOUNTAIN DRINKS

SAMANO'S

Walgreen Agency Drug Store

Next to Penney's Store
BROWNSVILLE

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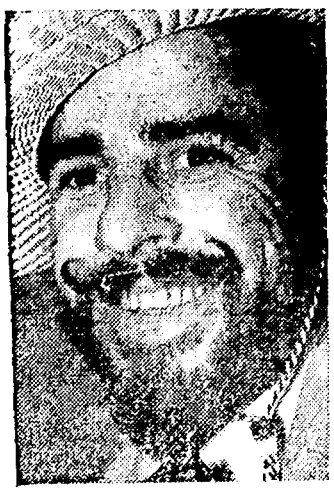

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CHARRO DAYS
Parade Scenes

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But it is in a real sense a Valleywide fiesta. Residents of the entire Rio Grande Valley each year look forward to the event.

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Border Fete Program Leaves No Dull Moments

Charro Never Sleeps, Rule Of Gay Event

Never a dull moment.

That's how the Charro Days entertainment program is drawn up.

Here's a glimpse of the layout, in general outline, with many more events still to be added:

PRELIMINARY EVENTS

Preliminary Charro Promenade—First public showing of costumes, and dance, El Jardin Hotel Patio, 1:30 p.m., Sunday, February 16.

Dance of the Chinas—Costume Ball, El Jardin Hotel Patio, Monday, February 19, 9 p.m.

Triple L C'ub Dance—El Jardin Patio, Tuesday, February 18, 9 p.m. (Invitation Only).

Gay Nineties Frolic—Preview (invitation only), Old Opera House, February 19, 10 p.m.

Mexico Lindo—Pageant featuring costumes, dances and songs of Old Mexico, Tucker Field, Wednesday, February 19, 8 p.m.

Thursday, February 20

Grand Costume Ball of Charro Days—El Jardin Hotel patio, 10 p.m. until 2 a.m.

Mexico Lindo—Pageant featuring costumes, dances and songs of Old Mexico, Tucker Field, 8 p.m.

Gay Nineties Frolic—Old Opera House, 8 p.m. and 2 a.m. (breakfast and nightcap).

Street Costume Dance—Washington Park, 10 p.m.

Friday, February 21

Grand Fiesta Parade—Elizabeth street, starting at 10 a.m.

Charro Days Rodeo—Featuring Col. Zack Miller and his Internationally known rodeo stars, some from Mexico City, Tucker Field, 2:30 and 7:30 p.m.

Gay Nineties Frolic—Old Opera House, 8 p.m., 10 p.m., and midnight (three shows).

Special concert, Valley High School Bands—In front of El Jardin Hotel, 2 to 4 p.m.

Junior Grand Ball — El Jardin Hotel patio, 10 p.m. until 2 a.m.

Pan American Round Table Tea —For tourists and all visitors, Chamber of Commerce, 4 to 6 p.m.

Saturday, February 22

Children's Parade—Six thousand tots in brilliant costume, Elizabeth street, 1:30 p.m.

Braniff's Singing Hostesses — Costumed girls' quartet, singing at various points in city, courtesy of Braniff Airways.

Gay Nineties Frolic—Starting at 8 p.m., Old Opera House.

Charro Days Rodeo—Tucker Field, 2:30 p.m.

Grand Fiesta Night Parade—Brilliantly lighted with flares, Elizabeth street, 7:30 p.m.

Regatta Ball—El Jardin Hotel Patio, 10 p.m. until 2 a.m.

Costume Street Dance—Elizabeth Street, immediately following Grand Fiesta Night Parade.

Sunday, February 23

Speedboat Regatta — Featuring some of the nation's top-notch race drivers, Brownsville Port turning Basin, 1 p.m. (Time trials for new world records Monday at 8 a.m.

Bullfight—Bull ring, Matamoros, Mexico, 4 p.m.

Noche Mexicana—A glimpse of Old Mexico, Matamoros Main Plaza, 7 p.m.

Continuous Events

The Brush Court—August tribunal of the Bearded Men, sessions whenever the spirit moves.

Los Derrotados—Rugged guardians of traffic, sessions when conditions warrant.

Alamo Exposition Shows — Gay Midway and carnival attractions in Missouri Pacific Park, opening February 1, continuing through Charro Days.

Strolling Troubadors — playing guitars and singing songs of Old Mexico all hours of day and night.

Free Vaudeville Attractions — At various points on streets throughout Fiesta.

Bits of Old Mexico — A typical Mexican Village, Missouri Pacific Park. Open throughout Charro Days.

Art Exhibit — Auspices Brownsville Art League.

ONE OF the "Derrotados"

Anything Can Happen As 'Derrotados' Cut Loose

Anything can happen — and usually does — during Charro Days.

Thanks, mainly, to the wild and wooly band heretofore known as the "Klondikes."

Bewildering incidents, created and executed on the spur of the moment, spice the regular round of festivity and merriment of Charro Days as the erstwhile "Klondikes" swing into action.

This year the group, actors par excellence, bewhiskered and bedraggled, created a formal organization.

They adopted the name of "Los Derrotados" (The Defeated).

Charter members included Wiley Truss, " El General," commander in chief; H. C. Appleton, Cuban Monsees, Jimmy Truss, Ernest Hacker, Luther Faulk, William Scanlan, Willard Hollingsworth, Kenneth Clark, George Leonard, Charles Bracht, Harold Finley and Bill Ball.

Following formation of the "Derrotados," the group presented a certificate of honor to "El General" Truss, and made provisions for acceptance of additional members in the organization.

Membership will be open only by invitation, and each member must pledge to maintain a strict set of rules set forth in the constitution of the organization.

Official garb of the "Derrotados" is the Mexican peon costume, with special "Derrotado" insignia.

Frontier Days Is Rio Grande City Festival

A fiesta that brings back the stirring times of the old border period, the wild and woolly root-in-tootin, son-of-a-gun epoch of the West is Rio Grande City's annual Frontier days.

The festival usually takes place in September, and brings to the colorful and historic border city the spirit of the old ranches, the ranches of yesterday, and those of today which still cover the country around Rio Grande City.

From these ranches come real cowboys to take part in the rodeo and roundup activities which feature the event, which also includes parades, games, dances and other festivities.

Nueces 'Mothers' Valley Counties

The four Valley counties—Starr, Willacy, Cameron and Hidalgo — were formed out of what was originally Nueces county. All the land between the Nueces and Rio Grande, acquired by the Treaty of Guadalupe Hidalgo, was made part of Nueces county in 1848.

On February 10 of that year Starr, named after J. H. Starr, a pioneer Texas settler, was created out of Nueces.

On February 12, Cameron county, named for Ewen Cameron, one-time head of "Cameron's Cowboys," was organized out of Nueces.

Hidalgo county was formed January 24, 1852, out of Starr and Cameron counties.

Willacy county was organized in January, 1912, out of Cameron, Hidalgo and Starr counties.

Texas covers more than eight per cent of the area of continental United States.

THROUGHOUT TEXAS you'll find beautifully landscaped Humble Service Stations, conveniently located on the highways you travel to make your journey pleasant and comfortable.

HUMBLE

Learn to look for the red, white and blue Humble sign when you need gasoline, motor oil, lubrication and washing. Service is prompt; products are second to none.

Restrooms are spotless, driveways are scrubbed, bright work shines and lawns are green and colorful with flowers. There are free air and water for your car; free ice water, road maps, highway information for yourself.

Humble station men, all neatly uniformed, are carefully trained to give your car the care it needs to keep it running right and looking good, to speed you on your way. They have a friendly, neighborly welcome waiting for you.

Next time, stop for service where you see the Humble sign. We believe that once you've given Humble products and service a trial—you'll come back for more.

HUMBLE OIL & REFINING COMPANY

A Texas Institution Manned by Texans

LORENZO GARZA PERFORMING AT BULLFIGHT IN MATAMOROS

Border Rings Bring Noted Matadors

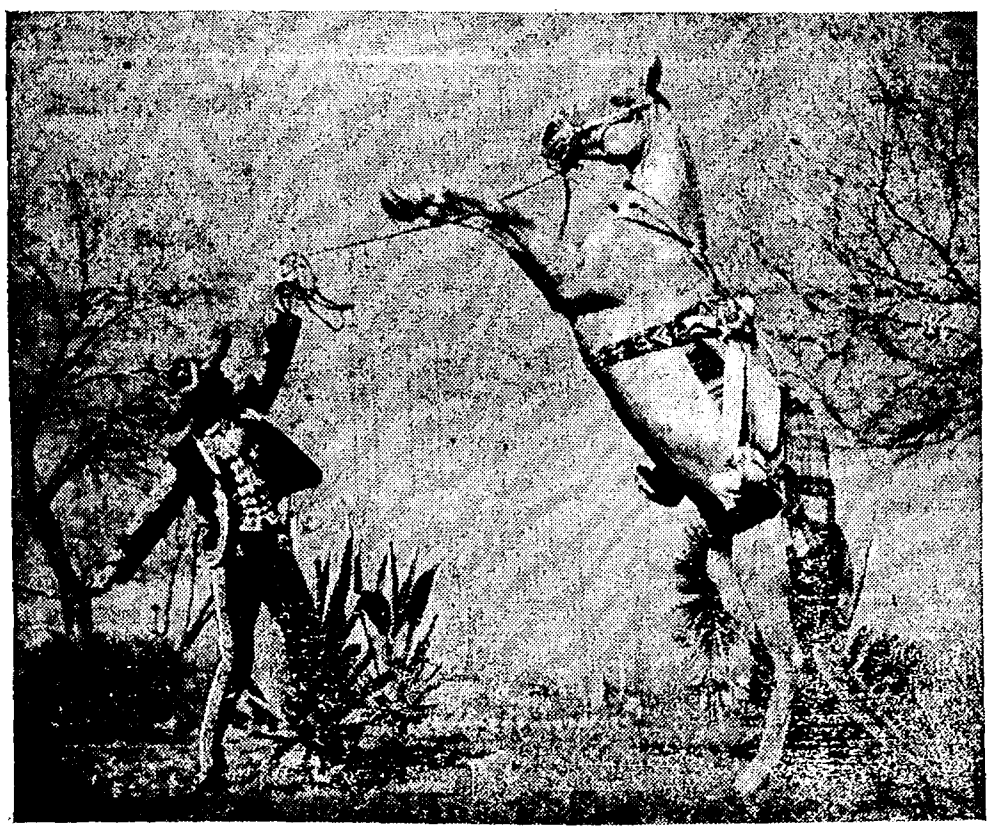
ONE of the big attractions for the thousands of visitors who come to the Lower Rio Grande Valley each year is the opportunity of seeing a real bull fight.

Excellent bullfight rings have been operating at Matamoros and Reynosa, the two principal border towns in the Valley sections. The ypresent bullfight cards during various months of the year, with especially elaborate performances on fiesta days.

Many of the leading bullfighters of the world have performed in the border rings, and the topnotchers in the profession are frequently booked. Rodolfo Gaona, who was known as "the father of Mexican bullfighting" has appeared in the Matamoros ring. So have Juan Silveti, Lorenzo Garza, and a host of other first-rate matadors.

During recent months, Conchita Cintron, the world-famous feminine bullfighter, performed in the Matamoros ring.

Among famous persons in the Valley during the 19th century were Ulysses S. Grant, Robert E. Lee, Zachary Taylor, and Philip H. Sheridan. All were guests at the Miller hotel, Brownsville, and at other points in the Valley.



THE EQUESTRIAN ART is as old as civilization along the border, both on the United States and Mexico sides of the Rio Grande. Through years of ranching activities in Texas and northern Mexico, men on horseback have become a permanent part of the frontier picture. No Lower Rio Grande Valley fiesta is complete without trick riding, performing horses, mounted parades, and a host of other related activities. Here we see a Charro, colorful Mexican horseman, putting his mount through its paces.

ELEGANCE

Venetian Blinds will give your home that added look of distinction—from within as well as from without. Those who have tried them in their living rooms have soon insisted upon them for the entire house. You, too, will find Venitian Blinds indispensable once you have tried them in your home.

Custom Built Floors of Inlaid Linoleum

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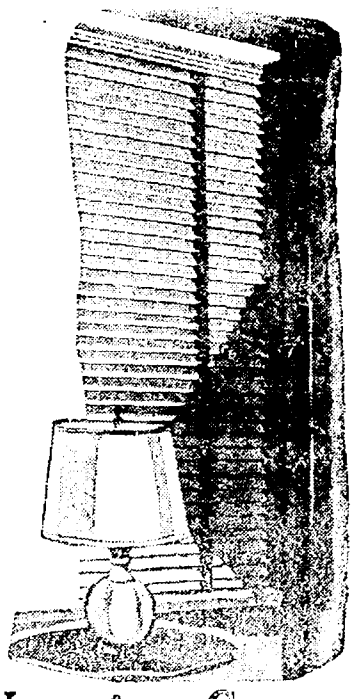
From Harlingen, Phone 454



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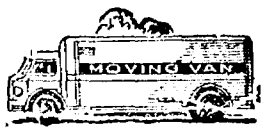


Select your Mover with the same care that you use in selecting your furniture.

Agents United Van Lines, Inc.

KENNETH L. ALLEY

Manager
Phone 241 101 N. 20th St. McAllen

AN INSTITUTION BUILT UPON SERVICE!

The City State Bank & Trust Company was founded and its growth has been built upon SERVICE. And throughout the years, it has been with the thought of serving McAllen and the Upper Valley with a better banking service, that every City State transaction has been made.

And as he who serves best profits most, this bank has grown until today it enjoys the enviable reputation of being one of the largest and safest financial institutions in the Valley.

As the Valley continues to grow, we feel that we, too, shall grow because of the sincere service we shall always continue to offer the Valley.

City State Bank & Trust Company

McALLEN, TEXAS

THE VALLEY'S MOST PROGRESSIVE BANKING INSTITUTION

China Poblana Costume Creation Of Princess

DURING Charro Days, the annual Brownsville fiesta, a great deal is heard about the China Poblana. This year the fiesta begins Feb. 20 and continues through February 23.

The China Poblana costume is worn by Mexican women on fiesta days. It consists of wide red and green skirts, embroidered with flat beads, a blouse of white cloth, dark silk "reboso" or scarf, green slippers, wide-brimmed hat, bracelets, necklaces and earrings.

The dress is, according to the most accepted versions of the China Poblana legend, of foreign origin. This is the story:

Once upon a time in far away Cathay, now known as China, there was a melancholy, beautiful, and romantic princess. The princess, who had the best of everything, nevertheless became bored and always sought happiness elsewhere.

Every day she would watch the ships as they came from faraway places and then sailed beyond the horizon.

One day she smuggled herself aboard a big sailboat. As the vessel crossed the seas, it was attacked by pirates. The princess was made captive and the pirates prepared to sell her into slavery.

Reach Acapulco

The first port they touched was Acapulco, on the west coast of Mexico. At the auction of slaves, the princess was purchased by a gallant young man from the city of Puebla, who fell in love with her at first sight. He made her his wife.

Soon the princess, with her beautiful clothes and jewelry, attracted people from miles around. They came to gaze and marvel at this beautiful creature. Not only was she beautiful, but she was kind and generous and her good deeds became known throughout the land.

Imitate Costume

Soon the people began imitating the beautiful clothes she wore, because they wanted to be like her.

The "China Poblana" (The Chinese Girl of Puebla) became the most famous personage in all of Mexico, and her fame spread, and her good deeds were recounted all over the world.

Her dress became the standard fiesta dress of Mexico.

Parade Features Latin American Nations Theme

The grand parade, featuring elaborate floats, is one of the most spectacular events of the spectacular Charro Days fiesta

Each year a new theme is carried out to give the parade unity.

Last year, for instance, the floats represented Mexican songs, and provided striking representations of popular tunes from south of the border.

This year's theme features the nations of Latin America and the states of Mexico.

Costumes are so varied throughout Latin America that a parade with hundreds of floats could be designed without any repetition.

The 1941 Charro Days parade will have scores of floats and will be one of the most colorful in the history of the famous border fiesta.

Hargrove's Stationary and Book Store

Office Supplies and Equipment

Brownsville, Texas

De mi barro, cuando muera,
Hagase, comadre, un jarro;
Si tiene sed, en el beba;
Si a la boca se le pega,
Son los besos de su charro.

Charro Days

Color and Life is what distinguishes this unique celebration, this bright four-day interlude, (bright in color and type of attire, bright in smiles and good humor), during which the people in the Valley, both visitors and residents, have a chance to be themselves and to really become acquainted with each other. The whole Valley makes Brownsville its home during the celebration. Come and spend those four days with us, to be happy and to make others happy.

E. de la Garza

Wholesale Grocer

• BROWNSVILLE •

NOW IT'S CHEAPER TO BUILD THAN TO PAY RENT!

No home that's rented can give the pride and satisfaction that goes with owning a home of your own! Home ownership no longer involves the financial outlay that it used to—now you can build your own home and pay for it just like rent, a little each month; and after a while you really have something to show for your money. A home will bring new comforts, new happiness to your family. A home of your own will bring new prestige to you—you'll step out of the "tenant" class; you'll be looked upon as a HOME-OWNER! Start to think of building a home for your family!

TO BUILD—SEE US FIRST

EAGLE PASS LUMBER CO.

317 Monroe BROWNSVILLE Phone 607

You are Invited...

to come to Brownsville during . . .

Charro Days

This celebration has found a place in the heart of every Valleyite . . .

Quality printing has a place in the office of every good business man. For 16 years we have served the Brownsville territory with quality printing and service.

BROWNSVILLE PRINTING CO.

1245 Elizabeth Phone 1300

An Afternoon With A Group Of Lovely China Poblanas

IN TYPICAL Costume, the Chinas stroll.....

ONE STOPS to pick a flower.....

AT FLOWER-COVERED well, they pause.....

SHE STUDIES maguey plant.....

GRAPEFRUIT TREE lures them.....

SPANISH DAGGER interests her.....

LOOKING for a spot to rest.....

THEY FIND IT . . . in Quinta La Paz Tower.....

Mission Fiesta Dedicated To Valley's Big Crop

Citrus Theme Featured At Annual Fete

DEDICATED to the Lower Rio Grande Valley's principal industry, the annual Texas Citrus Fiesta at Mission is celebrated by Valleyites throughout the region.

The five-day event, now eight years old, provides a varied program of entertainment, ranging from spectacular coronation events to military maneuvers.

This year's fiesta opened on January 16, with coronation of Queen Citriana VIII at the Tex-Sun building. At this spectacle, duchesses from throughout the Valley, all arrayed in gorgeous costumes, form the court for the ruling sovereign of the fiesta.

Following the coronation the queen was feted at the annual ball in her honor.

Next day's events featured the Parade of Oranges, two big band concerts, and a citrus institute, conducted by W. H. Friend of the Valley experiment station. Mr. Friend lectured on proper planting and cultivation of citrus and answered numerous specific problems of growers.

The second day's events were crowned with the nationally famous Citrus Style Show, in which models appeared in costumes made from Valley citrus and vegetable products.

Throughout the fiesta, prize exhibits of grapefruit, oranges and other Valley citrus fruits and products, as well as Valley flowers, were on display.

Other features included the junior parade, with pets, doll buggies and tricycles; parade of tourist delegations; free dances, an antique and hobby show, encampment of Fort Ringgold cavalry on the high school athletic field.

Leading events on the final day, Sunday, January 19, were the Golden Grapefruit Gold tournament at the Shary Municipal golf course, and union religious services at the First Christian church, with Paul T. Vickers as the main speaker.

QUEEN CITRIANA on float a t Mission's Citrus Fiesta

* * * *

"The Rio Grande Valley Serves America."

With that theme carried out on floats and costumes, the 1941 Parade of Oranges proved one of the most spectacular in the history of the Texas Citrus Fiesta at Mission.

Attended by a Princess of North America and a Princess of South America, Queen Citriana VIII (Miss Jean Weinert, Donna) had in her retinue also numerous duchesses. Each duchess represented her own home town as well as a market center to which Rio Grande Valley products are shipped.

WARM WINTERS

Middlewesterners and all others of the U. S.
Here's why you should winter in McAllen, Tex.:

1. Warmer climate—500 miles further south than Los Angeles
2. Dry climate—rainfall about 18 inches annually
3. Low living costs—10 to 20 per cent saved
4. McAllen Owns Largest Tourist Hall in Texas
5. Employed Tourist Hostess—10 free programs weekly
6. Alluring Old Mexico 15 minutes away
7. One of most healthful regions in U. S.
8. Intensive, heartfelt hospitality.

McAllen, Texas annually entertains more winter visitors than any city in Southwest—Over 10,000 last year. Texas oranges and grapefruit proved by actual laboratory tests to lead U. S. in juice and sugar content. McAllen is Valley's favorite shopping city. McAllen is second most important port of entry to interior Mexico on U. S. border—Free Mexican information bureau.

People of the U. S. spend your winters in McAllen, or route yourselves winter or summer via McAllen to Mexico — Gulf breezes make summer visit delightful. WRITE McALLEN CHAMBER OF COMMERCE FOR FREE LITERATURE.

All Along the Bougainvillea Trail

KREE-MEE ICE CREAM AND MALTED MILKS

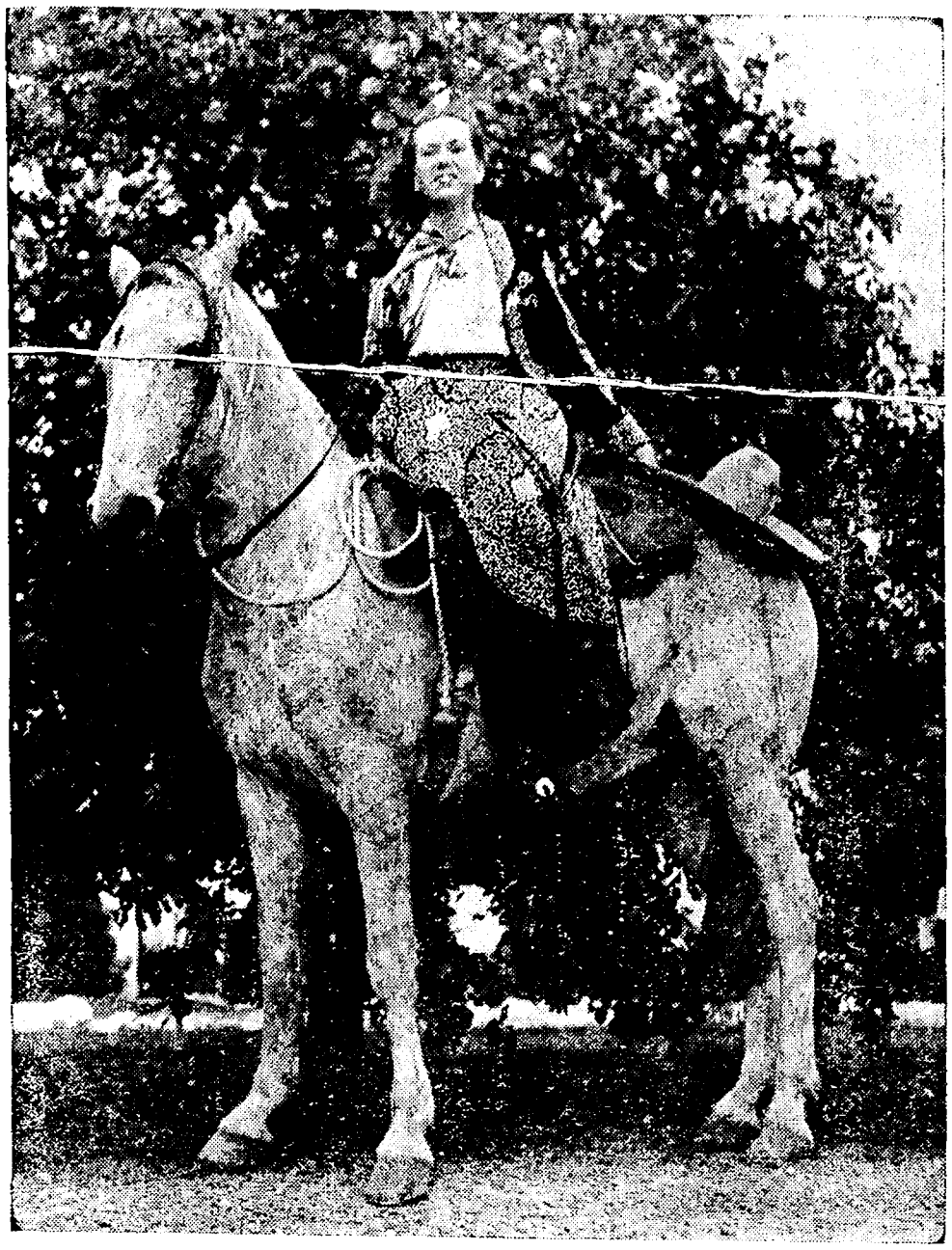
No matter where you go, you will find one of our unique stores to serve you, with the assurance that you can get the finest quality of ice cream and malted milk that is made.

Fourteen company-operated stores with a constantly growing business year after year for ten years since our establishment speaks more than words for our products.

Kree-Mee Ice Cream Co., Inc.

General Offices and Factory Harlingen, Texas

Scenic Bridle Paths, Hike Trails



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Valley Outdoors Appeal

NATURAL BEAUTY is within a few minutes of any home in the Lower Rio Grande Valley. The mild winters and temperate year-round temperature keeps the outdoor lure alive throughout the year. Besides the many spots for picnics, there are numerous side-roads, off the main-travelled highways that are ideal for hiking, for horse-back riding, for study of vegetation.

A Valley resident ready for a jaunt is seen above in Mexican "Charra" costume. One of the many beautiful paths is pictured at the right.

Special Tourist Play Facilities Available

Recreation facilities for winter visitors have been provided in practically every Lower Rio Grande Valley community.

Besides parks, scenic drives, picnic grounds and beach resorts, the Valley provides other play facilities right in town.

Games

Under sponsorship of chambers of commerce in most instances, shuffleboard and horseshoe courts, badminton courts, table tennis equipment, dart games, card tables, domino, chess and checker equipment, and numerous other games have been provided.

Parties

In addition, most chambers of commerce conduct regular parties for winter visitors, at which valuable social contacts and many lasting friendships are established.

Guided tours over the Valley and to Mexican border cities and special excursions into the interior of Mexico are also available.

Valley May Develop Farming Of Oysters

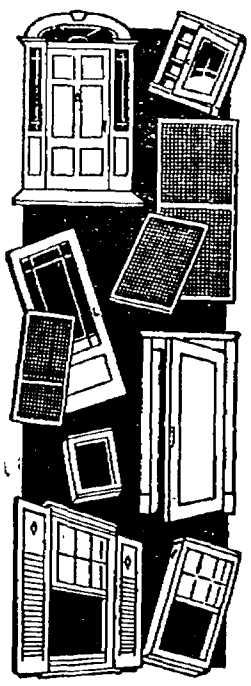
An industry still in its infancy but with possibilities in the Valley, according to experts, is the farming of oysters.

Cultivation of the bivalves has been conducted on an experimental basis in the Laguna Madre off Brazos Island.

It takes about two years to develop a crop of oysters. The young ones are transplanted in water two to five feet deep.

Each oyster lays 3,000,000 to 10,000,000 eggs.

Langford's Midget Mill



General Wood-Working Plant

Used Building Material

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Large Line of Native Hand-Crafts from—

- HUARACHES —handwoven
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1311 Highway, McAllen

Hundreds of Valley Homes and Commercial Buildings are MODERNIZED WITH HYDRO GAS

Investigate the Low Cost Today Exclusive Valley Distributors

GRINDLE SALES COMPANY Harlingen Texas

Spectacular Festival Marks Weslaco Birthday

Thriving City Rounds Out 21st Year

THE annual Weslaco birthday party has developed into one of the big fiestas of the Valley year.

In 1940, the thriving community celebrated its twenty-first birthday — "coming of age."

The two-day event brought thousands of persons from throughout the Valley—residents as well as winter visitors—to the center of activity.

Climax of the celebration was the famous fruit, vegetable and flower costume style show at Barbee field. Sports dresses, evening dresses, and other costumes were displayed by lovely models.

The doll buggy and pet parade during the day is a highlight of the Weslaco event. Another important procession is the school parade, with contingents from the various education institutions participating.

One of the features of the Weslaco birthday party is the citrus and flower show. The flower show included specimen arrangements, potted plants, foliage plants, cactus, succulents, bubble bowls, aquariums, dish gardens, corsages, miniatures, slippers and others.

In the citrus exhibit, there were displays of Marsh, Duncan, Foster, Marsh pink, red blush, cluster grapefruit, navel orange, pineapple orange, Hamlin orange, Temple orange, Valencia orange, Algerian tangerine, tangelo, king manderin, meyer lemon, eureka lemon, ponderosa, Mexican lime, rangpur lime, kumquat.

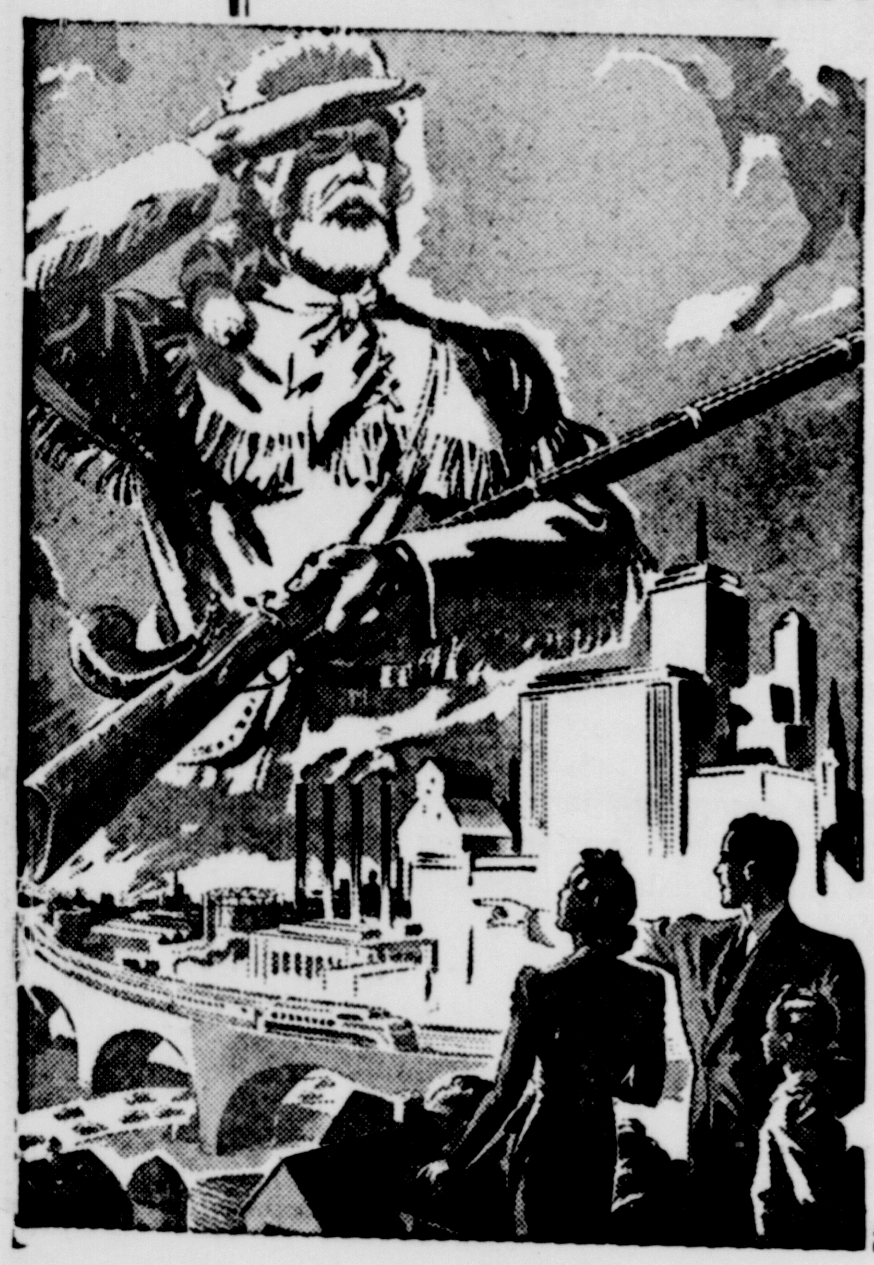
During the festival, three blocks on Weslaco's famous "face-lifted" Main Street are roped off for various entertainment events, including hog calling, milk-drinking contests, fat men's race, horseshoe pitching, and a water fight between firemen and civilians.

BOUGAINVILLEA DRESS shown at Weslaco Style Show

Looking Forward!

In 1872 . . . a year of reconstruction, expansion, pioneering . . . Chicago was just recovering from the great disastrous fire, the nation was shocked with stories of Indian wars and six-shooters were the law in the Far West.

Two young men—A. Montgomery Ward and George R. Thorne, with very little capital but ideals and vision, founded America's first mail order house.



From a tiny room on North Clark street in Chicago, the $2,400 stock was advertised in a catalogue. Orders started to come in. The stock was soon exhausted and in a short time it was necessary to move to larger quarters. It was the Golden Rule taking hold. "Satisfaction guaranteed or your money back," was their slogan.

The famous Tower building in Chicago was erected and branch mail order houses were built in rapid succession. Today there are nine such branch houses in this country.

In 1926 the company's first retail store was established. Six hundred and twenty-four others have since been established. In Harlingen, Montgomery Ward established a retail store in 1937. The merchandising methods of the organization are a matter of record and the store immediately became popular with people in every section of the Valley. Today it ranks among the leaders in the great chain.

Just as Ward and Thorne looked forward to the future with optimism 69 years ago the organization is looking forward to a still-greater future.

MONTGOMERY WARD

123 N. First Harlingen

Children, Too, Have An Important Role In Charro Days Fiesta

THE ANNUAL CHILDREN'S PARADE is big Charro Days feature.... This trio waits to get in line.

THE Lower Rio Grande Valley of Texas, a center of agriculture, industry, and trade activity, is a section of our nation with a merited pride in accomplishment.

Its rapid growth and progress displays the foresight and intelligent direction which has been one of the major factors in its growth; those responsible are to be commended for the job they have done.

We are proud of the part we have played in this development, and here pledge our continued support and effort toward its future advancement.

Hygeia

Harlingen San Benito Brownsville
La Feria Mercedes Weslaco Pt. Isabel

At the soda fountain . . . the restaurant . . . the rendezvous where you meet your friends . . . you are proud to order 7-Up. Clear, uncolored 7-Up is the favorite of those who insist on the best.

When people see you sipping 7-Up they know you have good taste in beverages. In any company, you may be sure you are in the best company with 7-Up.

YOU LIKE 7-UP . . .
YOU PROUDLY DRINK 7-UP!
. . . AND 7-UP LIKES YOU!

Donna Bougainvillea Festival Is Gay Event

Pageant High Spot Of Big Celebration

ONE of the gayest events of the Valley's big round of fiestas each year is Donna's big celebration — Dia Grande.

Because the bougainvillea plant, its history and its uses in Valley decoration played such a large part in the 1940 event, the Donna committee this year will change the name of the fiesta.

Tentative name for the celebration — substituting the old Dia Grande — is "Bougainvillea Festival."

Regardless of name, the Donna celebration, held early in December, is always a big show.

Town Decorated

The entire town is gaily decorated. Two of the big events are the Personality parade and the Baby show.

Two big dances, one by the Latin American club and the other in honor of Princess Bougainvillea, ruler of the fiesta, feature the festival.

Highlight of the two-day celebration was the "Bougainvillea March of Time," staged for the first time during the 1940 event.

"March of Time"

The "Bougainvillea March of Time" is a three-act pageant depicting the history of the bougainvillea plant, its discovery by the French explorer, Louis de Bougainville, and representations of the different varieties.

Climax of the pageant is the wedding of Princess Bougainvillea to "Mr. Train," symbolizing the Valley's 125-mile Bougainvillea Train that features the State Garden club's convention this year.

The Donna fiesta was the first in which the bougainvillea was made the central theme and in which the flower was featured in decorations.

Other events in the celebration included an old fiddlers' contest, a terrapin derby, and a tractor and farm implement display.

Donna Duchess

For the 1941 festival, the Donna Garden club will take a leading part. The club has already laid out and planted a large stage in the city park for the pageant. The two front wings are being planted in the Panama pink variety, the second set in Margaret Bacon and the third in Crimson Lake.

The population of Texas increased by more than 12 per cent from 1930 to 1940, bringing the total number of inhabitants to more than six and a half million.

Dutch City Gave Harlingen Name

War news in 1940 reminded Valley residents that one of the region's larger communities traces its name back to the "old country."

Harlingen in Holland appeared large on war maps soon after the German invasion of the Low Countries.

Harlingen in the Lower Rio Grande Valley was named by the late Lon C. Hill, Sr., the town's founder.

The name was peculiarly fitting, Mr. Hill thought, because he had hopes of seeing the Valley town develop into an important canal port, part of the intracoastal canal system then being started.

Harlingen, Holland, of course, is in the middle of a canal network.

Mr. Hill looked to Holland for the name, because of the canals, and because Col. Uriah Lott, president of the St. Louis, Brownsville and Mexico, then extending to the Valley, traced his ancestry to Holland. Harlingen, Holland, in fact was named after his grandmother's family, the Van Harlingens.

The Valley's Harlingen was at one time known as Six-Shooter Junction.

Minnesota Tops Tourist Influx

States of the Middlewest provide nearly 90 per cent of winter visitors to the Lower Rio Grande Valley, according to a McAllen chamber of commerce survey.

The survey shows, too, that increasing numbers are coming to this section from the Rocky Mountain states and from Atlantic seaboard areas.

Minnesota usually leads all states in registration of winter visitors. Other states which send large numbers here include Iowa, Illinois, Michigan, Kansas, Missouri, Nebraska, the Dakotas, Wisconsin, Ohio, Indiana and Colorado.

Moseville Was First Name of Los Fresnos

Los Fresnos was originally known as Moseville, after Mose Hill, developer of the tract.

The town grew up in a region which for many years was a ranch center. Five groups of small houses were clustered around Los Fresnos (The Ash Trees). They included Las Yescas (fungus), Las Cuates, (twins, for twin lakes); Las Cuatitas (the little twin lakes); Agua Negra (black water), for black water of one of the resacas, and Charco Hondo (deep pool), for a large dry resaca with one deep water hole.

The new townsite was formally opened December 19, 1929.

Rails Came In 1925 To Rio Grande City

Rio Grande City, seat of Starr county was for a long time the largest city in the United States without a railroad.

The historic Starr county city is one of the oldest towns on the border. It was founded in 1767 by Don Francisco de la Garza Martinez and named Carnestolendas.

Starr county was created by the state legislature in 1843. Rio Grande City grew up around the ranch home of Henry Clay Davis, a leader in the famous Mier expedition.

Railroad service was inaugurated August 23, 1925.

A Record

Of Merchandising Achievement!

In 1906—Wililam T. Grant, recognized the need for a retail store that featured quality merchandise at minimum prices, to serve a rapidly increasing army of mass buying families and established the first W. T. Grant store in Lynn, Mass.

The immediate public acceptance for these fine merchandising policies resulted in a nationwide demand for Grant retail stores, and today—nearly 500 such monuments to good merchandising are located on the retail avenues of every major American city. The Grant staff of trained buyers, with their fingers continually on the pulses of public demand and merchandise values, can and do present to buying families through Grant stores, the best quality, and up-to-the-minute merchandise at minimum prices.

GRANT'S at Brownsville is not only a unit in this great chain of stores—it is a definite asset to the community which it serves. Here you'll find Lower Prices, Courteous Service and the kind of merchandise that has made Grant's famous.

For the Perfect Vacation--In Winter or Summer

DEL MAR BEACH

PARADISE ON THE GULF

NEAR BROWNSVILLE

ON HIGHWAY NO. 4

MODERN COTTAGES

- Fishing
- Bathing
- Seafood Dinners
- Dancing
- Postoffice
- Recreation Park
- Tourist Lounge

Modern Cottages At Economical Prices

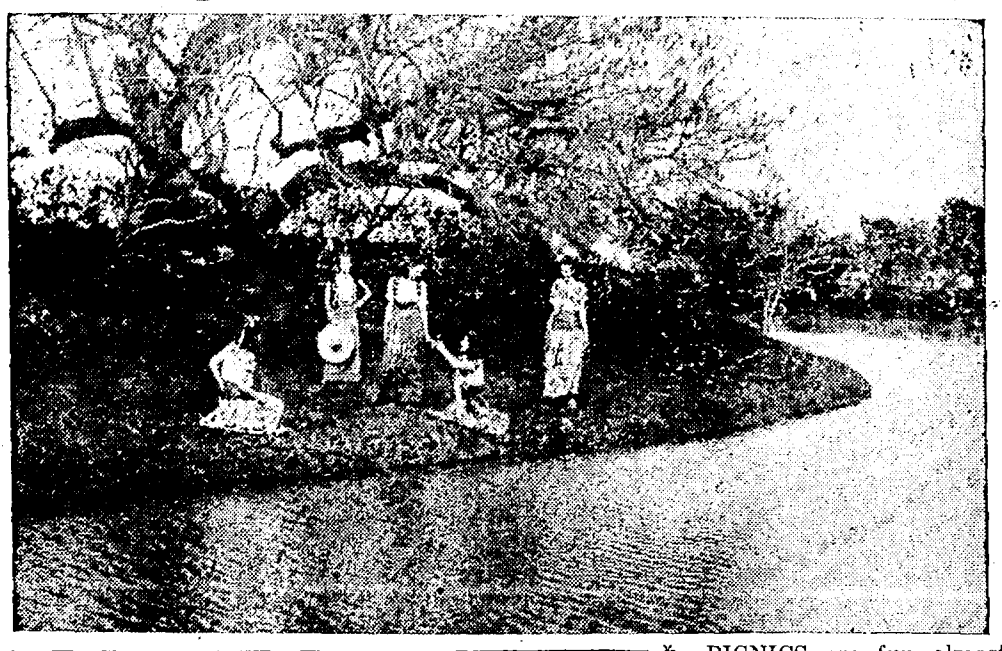
DEL MAR BEACH has thirty modern cottages, fully equipped for housekeeping, including linen, hot and cold running water, electric lights, gas for cooking and heating, private showers and telephone, all of which is included in the price of the cottages at $30 a month up.

The same cottages without kitchen equipment and dishes, $25 a month up.

For the convenience and pleasure of their patrons Del Mar maintains a cafe, dining room, dance pavilion, bath house, post office and daily mail and school bus service.

Valley Scenic Spots Available For Year-Round Recreation

VALLEY LAKES, canals, lagoons, the Laguna Madre bay, the Gulf of Mexico, the Brownsville ship channel are available the year round. Water sports are a favorite form of recreation. This young miss is starting an outboard motor for a cruise up Lake Olmito. She places the starting rope . . . winds it . . . gives it a tree-mendous yank . . . and she's off.



PICNICS are fun almost any month in the year in the Lower Rio Grande Valley sunshine. A shade tree beside a resaca (lagoon) makes an ideal outing spot. And when Valley watermelon time comes around. . . well, this little lady at the left tells the story.

FIRST MAP

First map of the Texas coast was made by members of the expedition of Alonso Alvarez de Pineda, Spanish explorer, who sailed in 1519 hunting a direct western route to India and China. His expedition sailed to the mouth of the Rio Grande, making the Valley region the second touched by Europeans in what is now the United States. Ponce de Leon landed in Florida in 1513.

Visit...

PIRTLE'S CACTUS GARDENS

This collection was started as a hobby 10 years ago and has gradually been built up to 1500 species and covers some 3 acres. Plants are collected from all parts of the world and include rare and unusual specimens.

Admission price 10c. Money refunded if not satisfied.

Surplus specimens in seedlings, mature cuttings and mature plants for sale at wholesale and retail. Assortments of miniature gardens at reasonable prices.

From Edinburg—East 3 miles to sign on left; then south 2½ miles to sign at intersection.

From Highway 281—Midway between San Juan and Alamo, sign across railroad on Morningside road—turn north to sign at intersection.

Salt-Resisting Trees Planted

The Valley's highways close to the seashore, and traditionally bare of vegetation, may soon be thick with trees and vines.

Experiments being conducted by the state Highway department, in connection with highway beautification, have shown that a number of "salt-resistant" plants will do well in this section.

The "salt-resistant" plant is one which prefers salt water.

Some of these plants and trees are highly ornamental.

The Australian pine, used extensively in Florida, is now being tried in the Valley on the Boca Chica highway. This is a sturdy tree, which grows fast and can withstand high winds.

Another good-looking salt-resister is the sea grape, which in addition to looks, also produces fruit good for making jelly.

The program calls for planting of many mangroves. These trees are planted right in the water, along the coast line. They have been found useful in checking shoreline erosion.

DO YOU LIKE TO

Fish For

- ☐ Bass
- ☐ Perch
- ☐ Trout
- ☐ Pike
- ☐ Redfish
- ☐ Tarpon
- ☐ Mackerel

or

Hunt For

- ☐ Ducks
- ☐ Quail
- ☐ Doves
- ☐ Whitewings
- ☐ Geese
- ☐ Wild Turkey
- ☐ Deer

or

- ☐ Boating
- ☐ Sailing
- ☐ Beach
- ☐ Bathing

NOTE

If You Have Checked Ten of These You Had Better

SPEND YOUR WINTER

In

Brownsville, Texas

Brownsville is prepared to offer you one of the most attractive places in which to spend the winter—Ample hotel facilities — Trailer Camps — Tourist Courts—Beach Cottages.

It is economical to live in Brownsville, and just across the river your dollar is worth 5 to 1, in Old Mexico.

For further details or reservations write

BROWNSVILLE CHAMBER OF COMMERCE

BROWNSVILLE, TEXAS

Average Winter Temperature 63 deg.

How About

- ☐ Oranges
- ☐ Grapefruit
- ☐ Tangerines
- ☐ Papayas
- ☐ Mangos
- ☐ Winter-vegetables
- ☐ Seafood

Do You Play

- ☐ Golf
- ☐ Tennis

Driving

- ☐ Tropical Flowers
- ☐ Palms
- ☐ Battlefields
- ☐ Gulf Beach

and

Mexico

- ☐ Food
- ☐ Flowers
- ☐ Low Prices
- ☐ Dancing

THE MERCEDES HOTEL

In the Center of the Magic Valley

You are invited to make this hotel your home while in the Rio Grande Valley

The Homiest and the Friendliest Personnel

R. J. THOMAS, Manager Mercedes, Texas

Valley Joins McAllen In Fourth of July Fete

M'ALLEN BEAUTY REVUE
Photos show Valley girls in feature of Fourth of July Celebration

Huge Parade, Other Events On Program

THE traditional Day of Days in the United States is the "Big Day" for McAllen on the Valley's fiesta calendar.

The entire Valley, from Rio Grande City to Port Isabel and Brownsville, joins with McAllen for Independence Day festivities.

A big parade is the central feature of the occasion, but other events vary, giving the event a touch of novelty each year.

American Legion posts take part in the big parade, some sending their drum and bugle corps.

Patriotic speeches, barbecues, and fireworks are highlights of the celebration, in addition to the bathing girl revue which attracts beautiful contestants representing various Valley cities and organizations.

Reynosa, across the Rio Grande, also provides special entertainment for the annual McAllen fiesta day. A gala bullfight, with all the fanfare and splendor of the bullfights of Old Spain, is featured. The best performers available in Mexico are usually brought to the border city for the occasion.

MOTORBOAT race on Brownsville Ship Channel

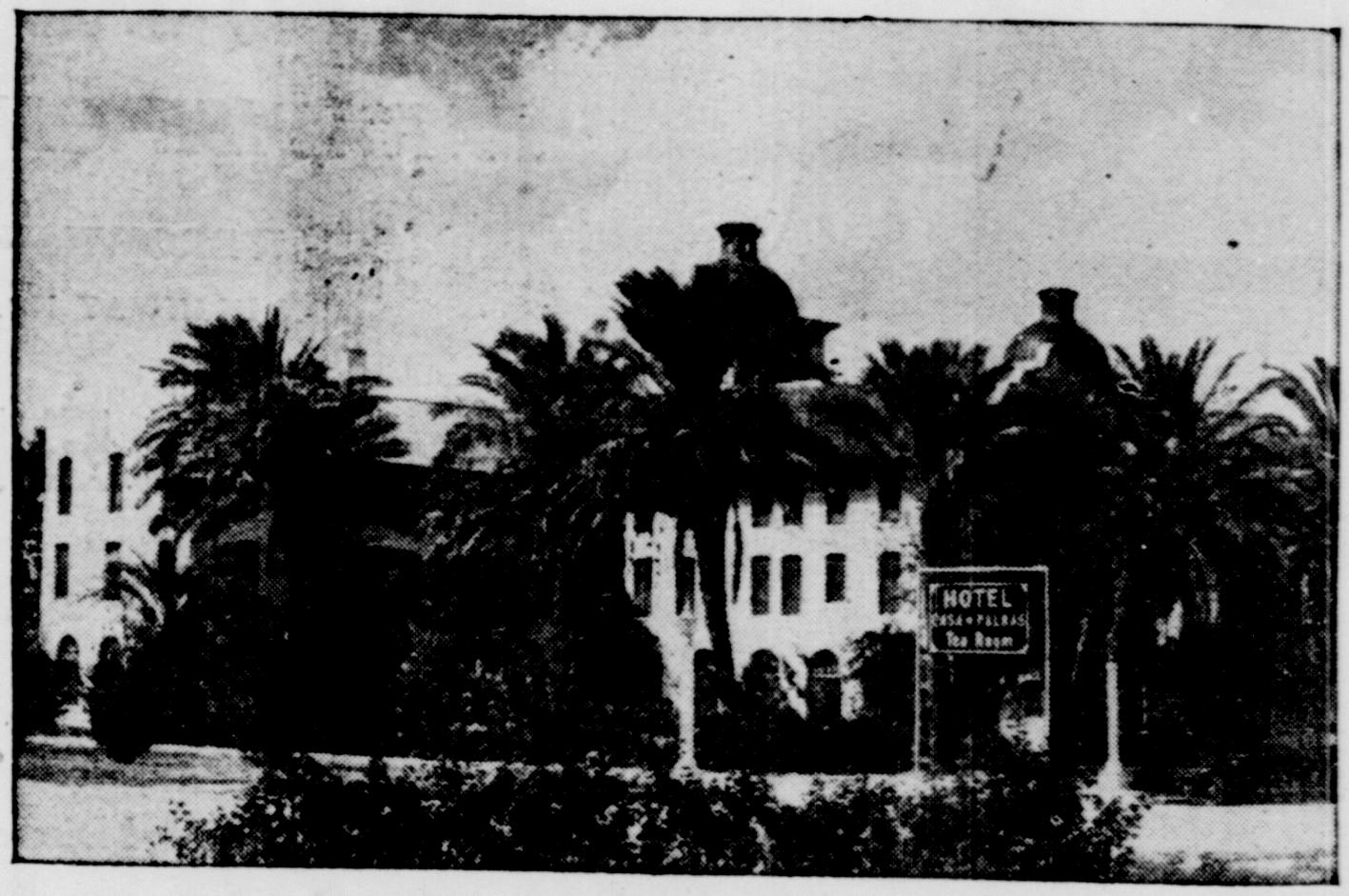
Casa de Palmas Hotel

The Lomax's . . . . . McAllen, Texas

Dedicated to Your Comfort and Pleasure

NO stone is left unturned to make your visit to the Lower Rio Grande Valley of Texas a pleasant one—if you are guests of the Casa de Palmas. That's why so many hundreds of regular winter visitors, oilmen, tourists, and others make it a point to stop at the Casa. We're proud of a reputation gained thusly and strive daily to keep the Casa de Palmas in its rightful place among the most pleasant and hospitable hotels in all the nation.

Inquiries concerning the Valley and the facilities of the Casa de Palmas are invited. COME TO THE VALLEY AND THE "CASA"—the Valley's most beautiful hotel.



Welcome—Garden Club Members: Our Best Wishes and Success of Your 1941 Convention

Music, Music Everywhere During Gay Charro Days Fete

STREET SINGERS
Guitar Players Everywhere During Charro Days

MEXICAN MELODIES
Songs of Old Mexico Heard During Fiesta

Sanitary— The House of Quality — Service

Phone 1182

Eureka CLEANERS & DYERS

Phone 1182

LAUNDRY

BROWNSVILLE, TEXAS

Mexico Fiestas Add to Valley Fete Schedule

Romantic Old Mexico—just across the Rio Grande from the Lower Rio Grande Valley—provides some of the most colorful spectacles for fiesta hunters.

The Valley usually joins these celebrations, which added to the numerous festivals on the American side of the Rio Grande, keep up a steady round of fiestas through the year.

Traditional fiesta days in Mexico are Cinco de Mayo (Fifth of May), Diez y Seis de Septiembre (Sixteenth of September), and Veinte do Noviembre (Twentieth of November).

The Cinco de Mayo marks the victory of Mexican troops over French soldiers in the crucial battle of Puebla during the days of Maxmilian and Carlota.

The Sixteenth of September marks the 1810 "Cry of Freedom," issued by the parish priest, Rev. Miguel Hidalgo y Costilla, as the opening movement in the Spanish revolution for independence from Spain.

November 20 is the date of the revolution in 1910 which brought about the overthrow of long dictatorship of Porfirio Diaz.

Besides these national holidays, there are numerous religious and regional festivals south of the border, some of them general and some of them regional.

A number are connected with religious holidays, including Easter, Christmas, Twelfth Night, All Saints Day, and other outstanding events on the church calendar.

Any of these fiestas can be reached from any part of the Valley. Matamoros and Reynosa, the border towns, become the meccas for peasants and others from miles around, thronging the market squares with their wares. Parades, fireworks, native dances, are features of the fiestas. Bullfights and other spectacles are usually on the program.

Valley visitors or residents can reach the more distant fiestas in the interior of Mexico by plane, train, or bus, or in their own automobiles over all-weather roads.

Visit Brownsville During—

CHARRO DAYS

Brownsville has spared no expense in the preparation of a gay festival for your enjoyment and entertainment. It is our wish that everyone in the Valley will be able to accept Brownsville's invitation for four days of fun making during Charro Days.

bollack's

BROWNSVILLE

Charro Days

Good to The Last Minute

La Perla Baked Goods

Good to the Last Crumb!

LA PERLA BAKERY

13th and Van Buren - Phone 418 - Brownsville

Charro Days

FEBRUARY 20-23

Just as Charro Days is the outstanding event in the Valley each year, so is Model the outstanding laundry and Dry Cleaning plant giving the people of the Valley the best service every day.

Model Laundry and DRY CLEANING CO., INC.

Phone 1 Brownsville

Charro Days Revelers

Drop in at Samano's Drug Store
(Next to Penney's)

For a Refreshing Drink at Our Modern Fountain

Coffee — Sandwiches — Salads

Plate Lunches

You'll Enjoy the Festivities Much Better After Refreshments at

TRY OUR CHARRO DAY SPECIAL

SPECIAL FOUNTAIN DRINKS

SAMANO'S

Walgreen Agency Drug Store

Next to Penney's Store
BROWNSVILLE

Victoria Road To Provide Mountain Drives

Scenic Loop Short Ride From Valley

SCENIC mountain drives — the one major type of natural attraction this region lacks — will be within a half day's motoring from the Valley via the Matamoros-Victoria highway.

That construction of a paved road from the Valley to Victoria, capital of Tamaulipas state, will soon be a reality has been indicated by the Mexican government, eager to multiply its tourist trade.

Grading Under Way

Grading of the highway and building of culverts is now under way, with more than half the distance prepared for topping.

The road will provide a scenic loop from Brownsville to Victoria to Monterrey to Laredo, for those who might not wish to travel deeper into the interior of Mexico.

Picturesque communities — Jimenez, San Fernando, Padilla, chockful of historical monuments—plus beautiful mountain streams like the Purificacion and the Conchos are among the attractions the route offers.

Old Palace

At Jimenez, for instance, is the 300-year-old palace of the Conde de Sierra Gorda, one of the early explorers of New Spain, and a 150-year-old church.

Sharp changes in vegetation greet the motorist on a drive from the border to Victoria. Every variety of tree, from the fir of the north, to the lush vegetation of the tropics, can be encountered.

Victoria itself, nestled in the mountains, has a climate which remains temperate the year around.

Fort Brown, Brownsville, was named for Major Jacob Brown, who died in defense of the original fortifications of earthworks, which are still standing.

OLD MEXICO
Market Scene

Rio Hondo Got Name As Contest Result

Rio Hondo got its name from Mrs. J. R. George, who won a contest conducted by the developers, E. H. Smith and Rev. William H. Morrison.

The brushland — 1,000 acres of it — was bought from the late Col. Sam Robertson. The tract was carved out of the area on the Arroyo Colorado, about nine miles north of San Benito.

A. Tamm, Harlingen engineer, laid out the townsite.

Rio Hondo was incorporated in 1927. J. P. Johnson was elected first mayor that year.

Old Mexico and Romance In Easy Reach Of Valley

OLD MEXICO is just a stone's throw from the Valley.

Matamoros, Reynosa, Rio Rico, among other border points on the south side of the Rio Grande, offer the visitor a charming excursion into a different world.

There are several routes to the interior, and one of the best and quickest is via Pan American Airways.

Although not the same as a trip deep into the interior of Old Mexico, a visit to the border towns and surrounding territory is the next best thing for those who have not the time for the longer journey.

The towns on the border provide a good taste of Old Mexico, ranging from game dinners, romantic music, charming old buildings and winding streets, to things that can be brought home—curios of all kinds, fine examples of Mexican handicraft, imported liquors, perfumes and a variety of food products.

Points of historic interest, like the old Teatro Reforma and the old cathedral in Matamoros. The theatre was designed by the ill-fated Carlota during her reign as empress of Mexico.

The market squares, teeming with products from all over the republic; the varied types of men, women and children in native costumes, many exotic plants and decorations in the patios, are among the attractions that make Old Mexico of the Valley a worthwhile stop on a trip to this section.

'City Beautiful' Once Goat Ranch

Originally a goat ranch, San Benito has become one of the Valley's beauty spots, a monument to efforts of early developers.

The community was known as "Bessie" until the coming of the railroad in 1904. The new townsite was named San Benito after Benito Hicks, a Valley pioneer.

The late Col. Sam Robertson and Alba Heywood were credited with creation of the modern community.

Col. Robertson and his brother, Frank S. Robertson, for years manager of the irrigation district, were associated in building the first railroad to the Valley.

San Benito is known as "The Resaca City" for the palm-lined lagoon that cuts through the center of the community. A resaca in the Valley is a temporary river bed which becomes a lagoon in an overflow of the Rio Grande. The San Benito resaca was converted into the main canal.

Livestock Show Is Novel Event

Novel among Lower Rio Grande Valley celebrations is the annual livestock show at Mercedes.

The 1941 show will be held March 20, 21 and 22.

This newcomer in Valley festivals records the progress of livestock raising in this section.

Following the successful 1940 show, which attracted crowds from all parts of the Valley, the Mercedes chamber of commerce decided to establish permanent headquarters for the exposition.

A building and lots acquired for this purpose serve also for the Mercedes livestock sales yard. A large sales pavilion, pens, yardage facilities, are provided for handling 1,000 or more animals.

Although the exposition itself — featuring prize cattle, hogs, sheep, poultry of Valley farmers—is the main part of the show, there are numerous other attractions to make the three-day celebration a noteworthy one among Valley festivals.

Headquarters for the Garden Club

Dine—and Enoy It at the Reese-Wil-Mond Dining Room and Coffee Shop!

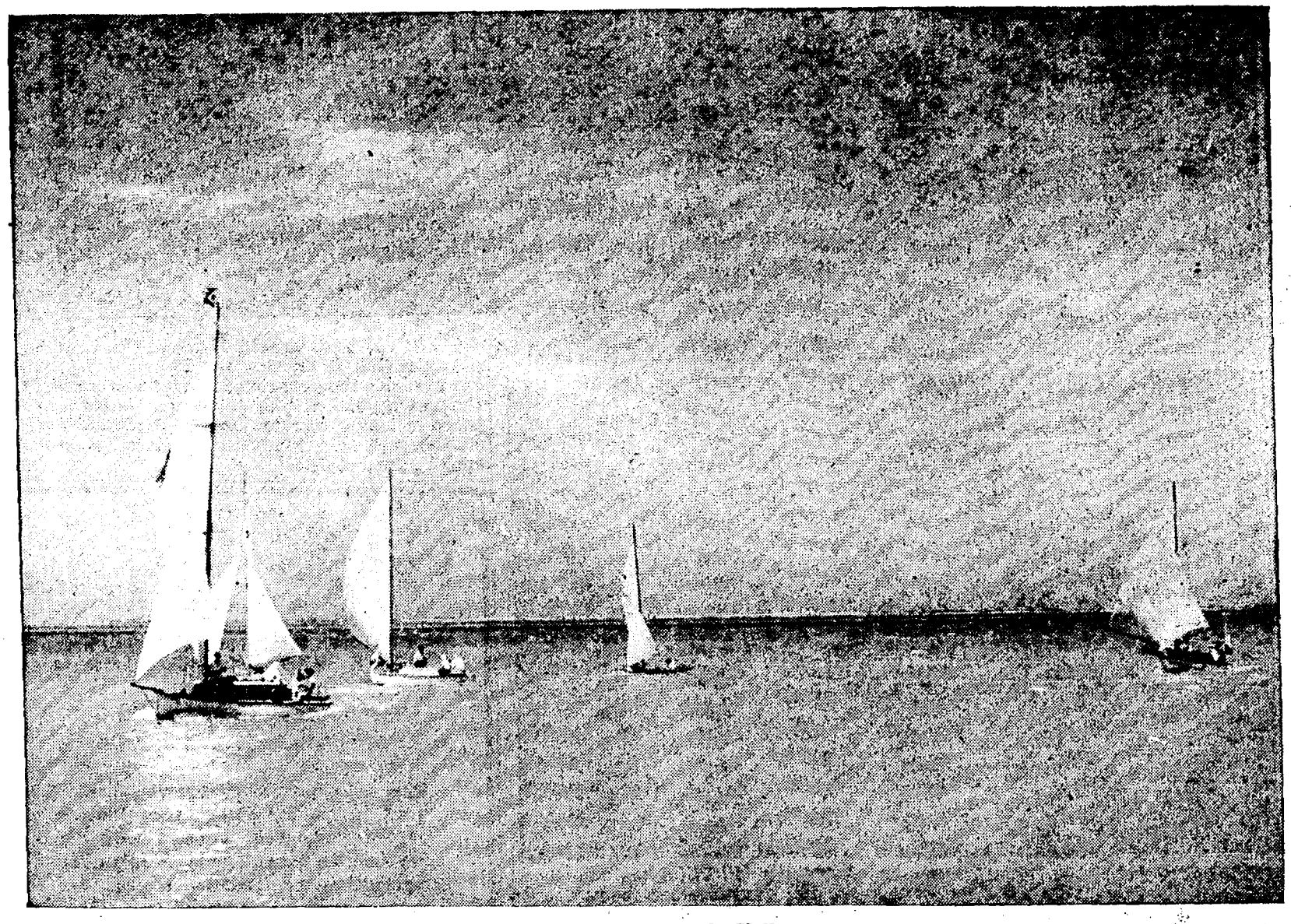
Well-chosen menus, and perfect cooking, in an environment of cheer and comfort, combined with attentive service, make the Reese-Wil-Mond the most popular eating place in the Rio Grande Valley!

You'll Enjoy Your Visit in the Magic Valley all the More if you are Registered at the--

Reese-Wil-Mond Hotel

200 ROOMS HARLINGEN, TEXAS 200 BATHS

Valley Gulf, Bay, Channel Fine For Boating



SAILS SWELL in Lower Rio Grande Valley Breeze

Reception Is Excellent On Valley Radios

Radio reception is excellent in the Rio Grande Valley.

Atmospheric conditions which make this section ideal for aviation also permit a wide range of selectivity, even on the less elaborate sets.

In the Valley itself are located several radio stations, and programs include some of the best features of the national networks.

Largest

Largest station in the Valley (on the American side) is KRGV at Weslaco, a 1,000-watt broadcaster with full daily schedules. The station itself is located in a picturesque setting, the towers, visible from the highway, rising from a palm-circled grapefruit grove.

A scenic spot on the highway near Brownsville is the handsomely landscaped building which houses Station KGFI. This station, with 250-watt power, features, among other things, regular programs of Mexican music.

On the Mexican side of the Rio Grande Valley, three radio stations operate regularly, including EAW and XEAZ at Reynosa and XEAM at Matamoros.

Mexico Stations

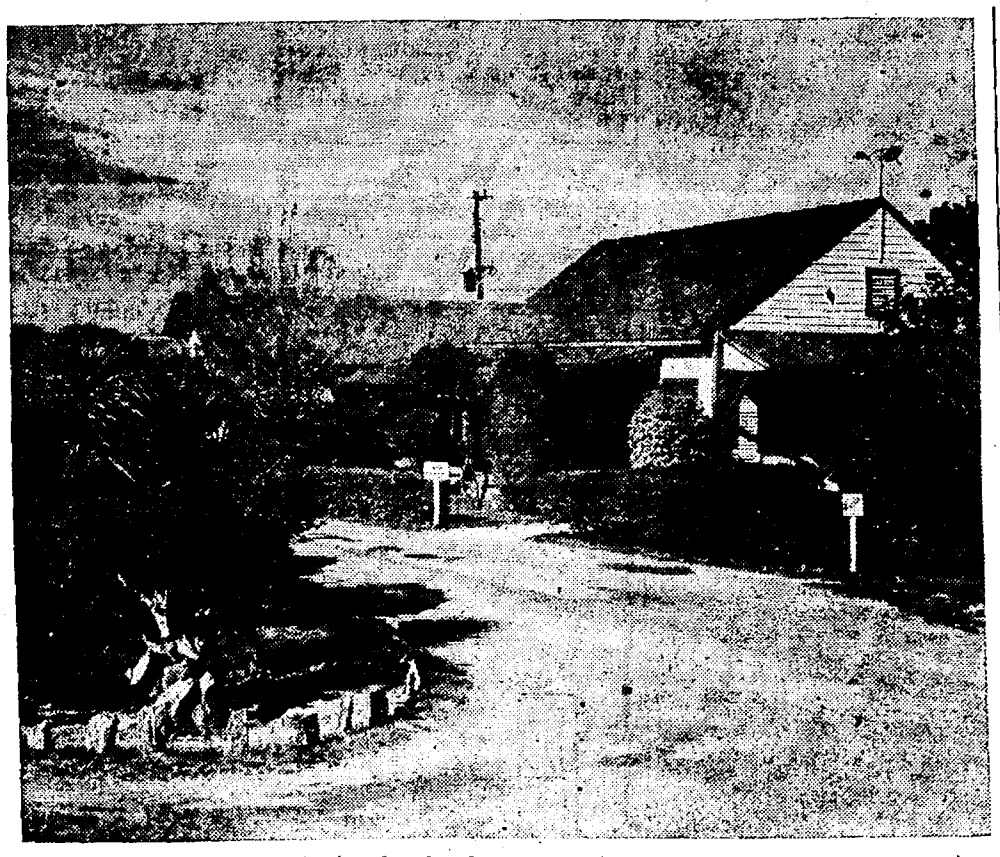
Mexico City stations come into the Valley with crystal clearness throughout the day, on regular long-wave reception.

Most of the large Texas stations, in San Antonio, Houston and Dallas, are heard regularly, in addition to many midwest, southern and western stations, providing NBC, CBS and Mutual programs.

Shortwave reception of European and South American broadcasters is especially good in the Valley, compared to other places in the state.

INGENIOUS PIONEER

Resourcefulness of early day developers in the Rio Grande Valley is recalled in the story of the boilers which the late John Closner bought for the sugar mills during the height of development of that industry in this section. Closner had the boiler shipped to Laredo by rail, plugged the holes, and floated it down the Rio Grande to San Juan.



STATION KRGV, WESLACO

Edcouch Growth Rapid Was Laid Out In 1926

W. E. Stewart of Tyler, head of a Kansas City land firm of that name, in 1919 sold to "homeseekers" the tracts of land which became the flourishing community of Edcouch.

Incidentally, the city of Weslaco, which in 1940 celebrated its 21st birthday, was named after Mr. Stewart's firm.

The Delta Development company, formed by Ed Couch and W. L. Forbes, laid out the townsite in 1926. Land was sold at auction. Two more tracts were added later. In 1926, only four families lived at Edcouch, which has become one of the leading agricultural centers of the Valley.

A replica of the world-famed grotto of Lourdes, France, is located at Hostyn community, near Schulenburg.

Valley Gets Films First

Lower Rio Grande Valley residents see the newest movies at the same time they are showing in New York, Los Angeles, and other metropolitan centers.

Sometimes Valley houses play late feature pictures even before they show in the big population centers.

A score or more first class motion picture houses give Valley movie fans a wide selection of films daily.

Besides the regular American movies seen throughout the country, Valley theatres present Spanish language films and Latin American stage shows.

Old Home Made From Last River Steamer

The old La Farge home, made from one of the last paddle-wheelers that plied the Rio Grande, is one of the historiial points of interest in Rio Grande City.

The home of Henry Clay Davis, around whose ranch home the city grew up, is also still in use.

Rio Grande City's old cemetery is picturesque, with its fenced-in graves, with Italian, French and Spanish names abounding, reminiscent of the early day settlers.

Starr county, of which Rio Grandy City is the county seat, was formed from Nueces county in 1848, and named after Dr. James Harper Starr, pioneer Texas surgeon and Indian fighter. He was secretary-treasurer of the Texas republic and postmaster general of the Confederacy.

'Dead Man' Grew As Raymondville

Raymondville, seat of Willacy county, was named for Edward Burleson Raymond, foreman of the southern portion of King ranch property known as El Sauz.

Originally the community which is now Raymondville was known as "El Muerto," (The Dead Man).

The city was cut off from the King ranch and subdivided in 1904 by the Kleberg Town and Improvement company, of which Robert J. Kleberg was president and general manager.

Raymondville was incorporated in 1912 and re-incorporated in 1916. Lamar Gill, whose family came to Texas from Mississippi, was the first mayor, and also manager of the first gin.

Willacy county was created in 1921, and the courthouse was built in 1922. Lamar Gill was the first county judge.

The area is the "onion capital" of the Valley, producing each year one of the nation's biggest crops of this vegetable.

In connection with the harvest, the Valley celebrates the famous "Onion Fiesta" annually.

Trough Spurred McAllen Growth

You wouldn't think it, to see the thriving city today, but a water trough started McAllen on its upward march.

The trough, erected in 1911 for the farmers in the McAllen territory to water their horses, is on display at the chamber of commerce park.

Named after John B. McAllen, who married the widow of John Young, an early settler of the Valley, the city was founded by William Briggs of California.

The development began in 1907 on an 80-acre townsite. The city was incorporated January 21, 1911.

McAllen is the metropolis of Hidalgo county, and has become a center of oil development. The city has established the first municipally-owned natural gas system in the Valley.

A Valley product not often mentioned is salt, found in the Salt Lake near Raymondville.

Nation's Anglers Flock To Valley Fish Rodeos

SAILFISH, MARLIN, TARPON
Photos Show Fish Caught At Isabel Rodeo

TARPON RODEO at mouth of Rio Grande

* * * * *

Valley's Youth Plane Conscious

Plane - conscious, the Valley's young people are taking to flying like ducks to water.

Schools maintained by the Civil Aeronautics Authority for the last year or so have been signed up to capacity, and there is always a waiting list.

More than 80 persons have been graduated in CAA classes conducted at Brownsville and McAllen and new classes are now being organized.

Among the trainees, instructors report, are many college men as well as several young women.

This trend is also reflected in rising business for the commercial airlines in the Valley, which are looking forward to the best year in their history during 1941.

Three large glass factories are located in Texas.

Tarp Roundup At Rio, Game Fish At Isabel

Red letter days for salt water anglers in the Valley — and for scores who come from distant points to join in the fun—are the annual fishing rodeos.

One, a shore-fishing tarpon rodeo is held, usually in April, at the mouth of the Rio Grande, and is sponsored by Brownsville fishermen, headed by J. Hurt Batsell, veteran angler.

The other rodeo—which is wider in scope, including big game fishing—takes place at Port Isabel, in August or September, depending on weather and fishing conditions.

World-famous sportsmen are among the participants in these events each year.

The Port Isabel rodeo, which includes all types of fishing from weakfish to the hard-fighting sailfish, is a gala event with large boats cruising the Gulf for days. Parties in smaller boats hunt the waters for tarpon, and still other fishermen and fisherwomen — for the ladies are also represented by some expert wielders of rod and reel —cast from piers.

Scores of men and women annually take part in the rodeo at the mouth of the Rio Grande, lining the shores on both the Mexican and American sides of the boundary river in the quest for elusive silver kings. All the fishing for this event is done from shore. Free bait is provided. All the contestant needs is his own tackle, and the will to fish.

I Ain't Mad At Nobody

and

For the Best of Fine Foods

——Go To——

Gaston's Chickadee

Chickadee, Texas

(P. S.: McAllen Is One Mile West of Chickadee.)

To the Garden Spot of Texas

The National Bank of Commerce, of San Antonio, salutes the "Garden Spot of Texas!" The Bougainvillea Trail is only one of the many attributes which contributes to the wide fame of the Lower Rio Grande Valley.

The best citrus fruit grown anywhere comes from the Valley; the Valley ships winter vegetables while much of the nation is snowbound; cotton, canning, oil, deep water shipping and mercantile activities all contribute to its wealth.

Flowers, shrubs and vines bloom in profusion, public improvements have been carried forward on a magnificent scale, cultural activities flourish and beautiful homes are found throughout the Valley.

The National Bank of Commerce is proud of its close relationship with the Valley through the many fine banking institutions located there. Our dealings with the capable men who manage and direct the affairs of these banks is most cordial.

Confident of the future of the Rio Grande Valley, its towns and its people, we look forward to continued cooperation with its varied interests—through the local banks.

National BANK OF COMMERCE of San Antonio

Established in 1903 Dependable thru the Years

TOTAL RESOURCES OVER 27 MILLION

Border Fete Program Leaves No Dull Moments

Charro Never Sleeps, Rule Of Gay Event

Never a dull moment.

That's how the Charro Days entertainment program is drawn up.

Here's a glimpse of the layout, in general outline, with many more events still to be added:

PRELIMINARY EVENTS

Preliminary Charro Promenade—First public showing of costumes, and dance, El Jardin Hotel Patio, 1:30 p.m., Sunday, February 16.

Dance of the Chinas—Costume Ball, El Jardin Hotel Patio, Monday, February 19, 9 p.m.

Triple L Club Dance—El Jardin Patio, Tuesday, February 18, 9 p.m. (Invitation Only).

Gay Nineties Frolic—Preview (invitation only), Old Opera House, February 19, 10 p.m.

Mexico Lindo—Pageant featuring costumes, dances and songs of Old Mexico, Tucker Field, Wednesday, February 19, 8 p.m.

Thursday, February 20

Grand Costume Ball of Charro Days—El Jardin Hotel patio, 10 p.m. until 2 a.m.

Mexico Lindo—Pageant featuring costumes, dances and songs of Old Mexico, Tucker Field, 8 p.m.

Gay Nineties Frolic—Old Opera House, 8 p.m. and 2 a.m. (breakfast and nightcap).

Street Costume Dance—Washington Park, 10 p.m.

Friday, February 21

Grand Fiesta Parade—Elizabeth street, starting at 10 a.m.

Charro Days Rodeo—Featuring Col. Zack Miller and his Internationally known rodeo stars, some from Mexico City, Tucker Field, 2:30 and 7:30 p.m.

Gay Nineties Frolic—Old Opera House, 8 p.m., 10 p.m., and midnight (three shows).

Special concert, Valley High School Bands—In front of El Jardin Hotel, 2 to 4 p.m.

Junior Grand Ball — El Jardin Hotel patio, 10 p.m. until 2 a.m.

Pan American Round Table Tea—For tourists and all visitors, Chamber of Commerce, 4 to 6 p.m.

Saturday, February 22

Children's Parade—Six thousand tots in brilliant costume, Elizabeth street, 1:30 p.m.

Braniff's Singing Hostesses — Costumed girls' quartet, singing at various points in city, courtesy of Braniff Airways.

Gay Nineties Frolic—Starting at 8 p.m., Old Opera House.

Charro Days Rodeo—Tucker Field, 2:30 p.m.

Grand Fiesta Night Parade—Brilliantly lighted with flares, Elizabeth street, 7:30 p.m.

Regatta Ball—El Jardin Hotel Patio, 10 p.m. until 2 a.m.

Costume Street Dance—Elizabeth Street, immediately following Grand Fiesta Night Parade.

Sunday, February 23

Speedboat Regatta — Featuring some of the nation's top-notch race drivers, Brownsville Port turning Basin, 1 p.m. (Time trials for new world records Monday at 8 a.m.

Bullfight—Bull ring, Matamoros, Mexico, 4 p.m.

Noche Mexicana—A glimpse of Old Mexico, Matamoros Main Plaza, 7 p.m.

Continuous Events

The Brush Court—August tribunal of the Bearded Men, sessions whenever the spirit moves.

Los Derrotados—Rugged guardians of traffic, sessions when conditions warrant.

Alamo Exposition Shows — Gay Midway and carnival attractions in Missouri Pacific Park, opening February 1, continuing through Charro Days.

Strolling Troubadors — playing guitars and singing songs of Old Mexico all hours of day and night.

Free Vaudeville Attractions — At various points on streets throughout Fiesta.

Bits of Old Mexico — A typical Mexican Village, Missouri Pacific Park. Open throughout Charro Days.

Art Exhibit — Auspices Brownsville Art League.

ONE OF the "Derrotados"

Anything Can Happen As 'Derrotados' Cut Loose

Anything can happen — and usually does — during Charro Days.

Thanks, mainly, to the wild and wooly band heretofore known as the "Klondikes."

Bewildering incidents, created and executed on the spur of the moment, spice the regular round of festivity and merriment of Charro Days as the erstwhile "Klondikes" swing into action.

This year the group, actors par excellence, bewhiskered and bedraggled, created a formal organization.

They adopted the name of "Los Derrotados" (The Defeated).

Charter members included Wiley Truss, " El General," commander in chief; H. C. Appleton, Cuban Monsees, Jimmy Truss, Ernest Hacker, Luther Faulk, William Scanlan, Willard Hollingsworth, Kenneth Clark, George Leonard, Charles Bracht, Harold Finley and Bill Ball.

Following formation of the "Derrotados," the group presented a certificate of honor to "El General" Truss, and made provisions for acceptance of additional members in the organization.

Membership will be open only by invitation, and each member must pledge to maintain a strict set of rules set forth in the constitution of the organization.

Official garb of the "Derrotados" is the Mexican peon costume, with special "Derrotado" insignia.

Frontier Days Is Rio Grande City Festival

A fiesta that brings back the stirring times of the old border period, the wild and woolly root-in-tootin, son-of-a-gun epoch of the West is Rio Grande City's annual Frontier days.

The festival usually takes place in September, and brings to the colorful and historic border city the spirit of the old ranches, the ranches of yesterday, and those of today which still cover the country around Rio Grande City.

From these ranches come real cowboys to take part in the rodeo and roundup activities which feature the event, which also includes parades, games, dances and other festivities.

Nueces 'Mothers' Valley Counties

The four Valley counties—Starr, Willacy, Cameron and Hidalgo — were formed out of what was originally Nueces county. All the land between the Nueces and Rio Grande, acquired by the Treaty of Guadalupe Hidalgo, was made part of Nueces county in 1848.

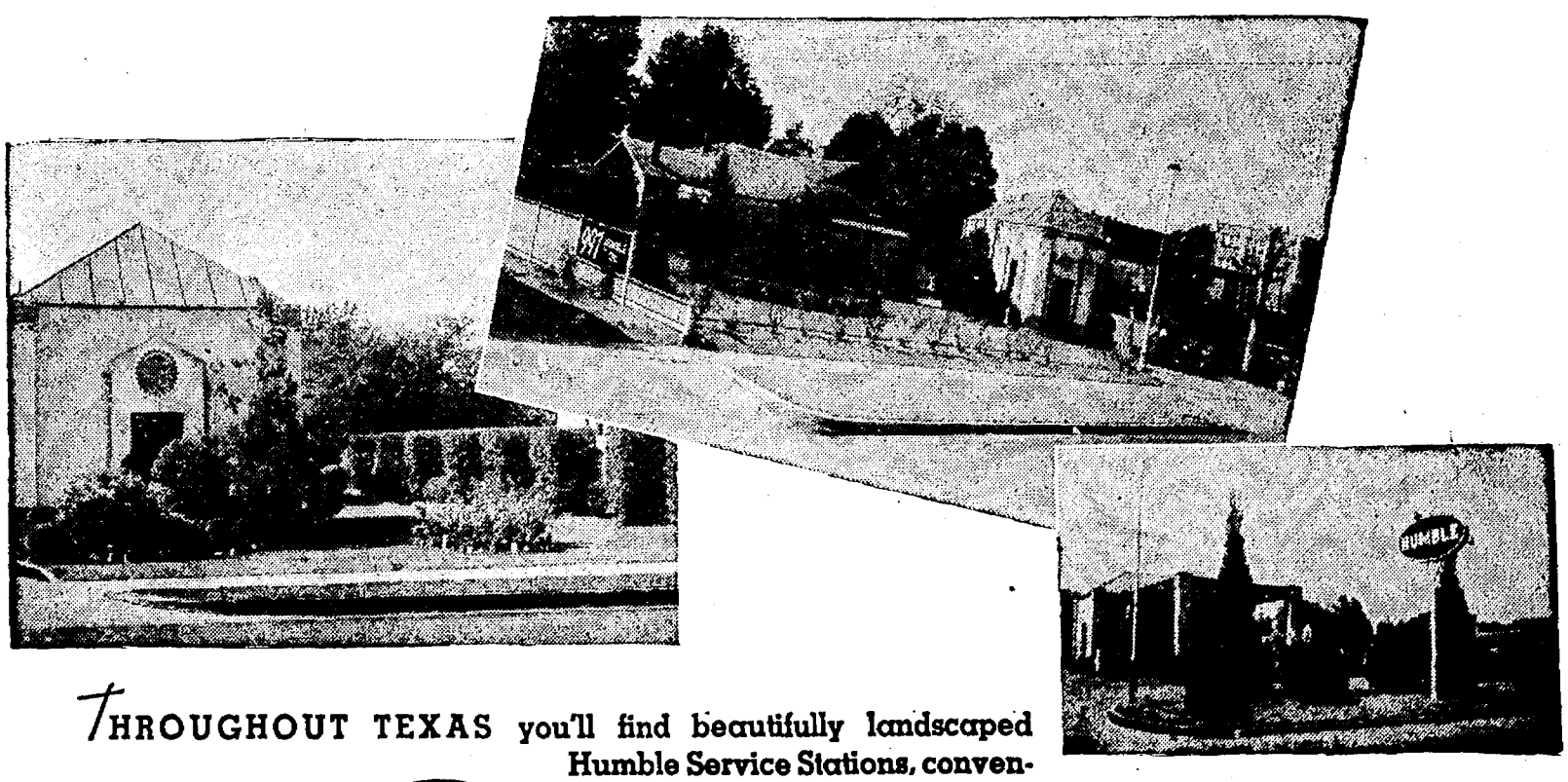
On February 10 of that year Starr, named after J. H. Starr, a pioneer Texas settler, was created out of Nueces.

On February 12, Cameron county, named for Ewen Cameron, one-time head of "Cameron's Cowboys," was organized out of Nueces.

Hidalgo county was formed January 24, 1852, out of Starr and Cameron counties.

Willacy county was organized in January, 1912, out of Cameron, Hidalgo and Starr counties.

Texas covers more than eight per cent of the area of continental United States.



THROUGHOUT TEXAS you'll find beautifully landscaped Humble Service Stations, conveniently located on the highways you travel to make your journey pleasant and comfortable.

HUMBLE

Learn to look for the red, white and blue Humble sign when you need gasoline, motor oil, lubrication and washing. Service is prompt; products are second to none.

Restrooms are spotless, driveways are scrubbed, bright work shines and lawns are green and colorful with flowers. There are free air and water for your car; free ice water, road maps, highway information for yourself.

Humble station men, all neatly uniformed, are carefully trained to give your car the care it needs to keep it running right and looking good, to speed you on your way. They have a friendly, neighborly welcome waiting for you.

Next time, stop for service where you see the Humble sign. We believe that once you've given Humble products and service a trial—you'll come back for more.

HUMBLE OIL & REFINING COMPANY

A Texas Institution Manned by Texans

Coastal Waters Provide Variety of Fishing

Perch, Trout, Redfish Are Favorites

THE salt water angler can find some kind of fishing in coastal waters near Brownsville throughout the year, and the tarpon and king mackerel fishing are among the best to be found anywhere.

Winter fishing is a favorite in the Brownsville ship channel, where fine catches of trout, perch, and croaker are made during the winter season, fishing being best on cooler days.

Tarpon Abound

Tarpon fishing starts at the mouth of the Rio Grande in March, and continues into May, after which it becomes general in the pass at Brazos Santiago and elsewhere on the coast, the finest tarpon fishing being late in the summer and on into the fall.

Anglers snag king mackerel and Spanish mackerel in the Gulf, a short distance offshore, during the summer months, and fine red snapper on the banks, twenty miles offshore.

Sailfishing

Sailfishing, a newly discovered sport in this section, is the best on the Texas coast during the summer.

Jetty fishing and surf fishing for redfish, drum and others continues through a major part of the year, while the Laguna Madre near Port Isabel offers trout fishing during most of the summer.

VALLEY Jetty Fishing

DAY'S CATCH in Valley

Eighth Pass Is Paradise For Anglers

Easily reached from the Valley is a spot which has come to be known as "The Fishermen's Paradise."

It is the Eighth Pass, on the Mexican coast, about 110 miles south of Brownsville.

Anglers say it is the finest fishing spot on the North American coast for weakfist, snook, tarpon and other gamefish.

Tarpon may be caught any time of the year. In addition, there are channel bass, skipjacks, jackfish, black drum, Spanish mackerel.

Tremendous catches of big fish are made.

The Eighth Pass is one of the few places where an angler can cast from shore with an artificial lure and snag tarpon.

Special facilities for taking parties to the Eighth Pass are available in Brownsville.

STILLMAN HOME

Among the historical residences in the Valley is the old Charles Stillman home, 13th and Washington streets, Brownsville, which was later acquired by Manuel Trevino. It was the first brick house in the city, built by Mr. Stillman, Brownsville's founder.

Stillman built the structure for his bride, Elizabeth Goodrich.

Ship Channel Favorite Playground For Valley

Brownsville's ship channel has become a favorite playground for residents and tourists in the Lower Rio Grande Valley.

Just a few minutes from the center of town, the channel brings nearly all salt water sports practically right to town.

Throughout the year, and especially in winter, the edges of the channel are lined with anglers after trout, redfish, croaker, perch, pike and the huge jewfish.

Fishing Camps

From the yacht basin many pleasure boats, ranging from skiffs to handsome yachts, move out daily for cruises along the channel, either on all-day water picnics or fishing trips.

Further down the channel are several fishing camps, including the famous Happy Jack's, where tackle, bait and boats are available for channel trolling.

During the year the Rio Grande Yacht Club stages sailboat regattas and races on the channel and at Port Isabel.

Annual Boat Races

High spot of the year's boating activities is the celebrated Charro Days Regatta, which takes place during the annual border festival. This year the regatta and motor boat races will be held on February 23. The entry list includes such famed riders as Worth Hoggeman, Gar Wood, Jr., Tom De Witt and Frank Vincent.

Numerous world's records have been set during the racing on the Brownsville channel.

Texas' first census by the federal government was taken in 1850.

STEAK & CHICKEN ... Dinners ..

John Q. Miller's success in the catering and entertainment field is not mere accident. Ever since the name of John Q. has become heard in the Valley it has been known for its popularity among discriminating people .... At Miller's Grill at Russeltown you will find the finest food—K. C. steer beef—the best service and the best entertainment.

MILLER'S GRILL

Russeltown — on the Brownsville Highway

Costumes

Charro
Charra

China Poblana
Peon • Criolla
Huraches

Hats and many attractive Souvenirs

RIO GRANDE IMPORTING CO.

Opposite Chamber of Commerce

Phone 1502 - Brownsville

FIRST NATIONAL BANK....
of MERCEDES

OFFICERS:

S. H. Collier, President;

Jno. C. Jones, Active Vice-Pres.;

D. E. Hollingsworth, Cashier;

H. G. George, Ass't. Cashier

Member Federal Reserve Bank and Federal Deposit Insurance Corporation

BEAUTIFY YOUR HOME
Inside and Out

In this large, modern store, you will find every item that you would expect to find for the home and garden. Our stocks are complete and include from the cheapest that is good to the best that money will buy... You will find your visit to our store both pleasant and profitable. You need not buy, for you will find our clerks courteous and obliging, even though you merely come in to browse about.

To members of the Garden Clubs we extend our heartiest congratulations upon their success in the plan for the beautification of the Lower Rio Grande Valley.

HAYES-SAMMONS

116 E. Tenth Street

Mission, Texas

Polo, Tennis, Archery Softball On Valley Sports Slate

VALLEY CLIMATE FAVORS ALL SPORTS

Pictured above are athletic activities in the Lower Rio Grande Valley, where mild temperatures permit year-round outdoors events.

S. H. Kress Co.

On Elizabeth Street in Brownsville

5 - 10 - 25c Store

Make Kress' your Headquarters

Out of The Past . . .

Charro Days

ROMANTIC!
COLORFUL!
JOYOUS!

Into the Present . . .

OUR SERVICE

EASE!
COMFORT!
LUXURY!

OUR DINING ROOM
Is a Valley-Wide Attraction

Moderate Prices

— HOTEL —

STONEWALL-JACKSON

SAN BENITO

Wake Up and Live!

COME — Spend the perfect vacation in the Rio Grande Valley. Sunshine and flowers, with world's finest fishing, hunting, golf and every outdoor sport. . . .

The State Convention of Garden Clubs affords you an excellent opportunity to see the Valley at its best. Make your plans now to attend the convention, and stay over for a real vacation.

La Cabana!

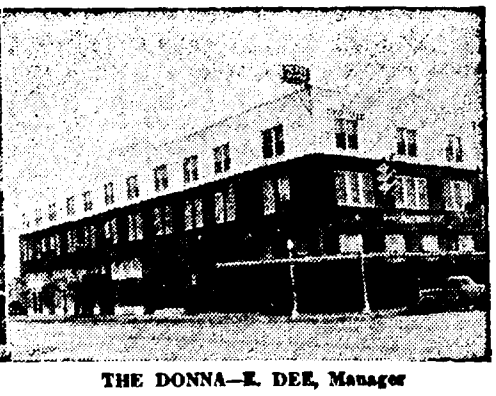
The one bright spot of the Valley. Rendezvous of the smart set of all ages. Perfect dance floor, colorful entertainment and delicious beverages. Package store off the lobby. Madison Hotel.

Hosts to the Rio Grande Valley

In the heart of this great winter vacation land are three of the Valley's finest hotels—The Madison at Harlingen; the Cortez, at Weslaco, and the Donna at Donna . . . Each is modern in every way, with alert service, yet a homelike atmosphere. Rates start at $1.50. Coffee shops in conection.

THE CORTEZ—W. E. Le FON, Manager

THE MADISON—W. J. Bryan, Manager



THE DONNA—E. DEE, Manager

VARIETY---That's Word for Fishing in Lower Rio Grande Valley. Tarpon, Trout, Redfish, Mackerel, Red Snapper, Many Others Abound.

C.R.Anthony Co.

McALLEN — HARLINGEN

●

The Valley's two newest most modern Department Stores—Dedicated to giving you the most possible for your money.

●

Make it a habit...Shop Anthony first

—it Pays

C.R.Anthony Co.

AIR CONDITIONED FOR YOUR COMFORT

Through 90 Years

Pioneer Flour Mills has pioneered to serve Texans with better quality—better service—more value!

Since 1851, when the Pioneer Flour Mills was established, their products have been recognized as setting a standard of value by housewives and bakers throughout the great Southwest.

GREETINGS . . .
Charro Days Celebrants
This event, which annually draws thousands of people to the Valley is one of the most unique celebrations in Texas.

Garden Club Conventionists will enjoy the finest climate in America, with Bougainvillea and other beautiful flowers in bloom, in every part of this great empire.

Angel Food Flour
Pioneer Flour
White Wings Flour

Today . . . holds that same, enviable reputation because it is so perfectly adaptable to any and every kind of baking — from bread to the most delicious pastries — because of its uniform high quality throughout.

Young housewives today are using for their Most Delicious Baking this same Mill's Flour that was the favorite of their Mothers and Grandmothers.

PIONEER FLOUR MILLS
EST. 1851
OPERATING PIONEER FLOUR MILLS
GUENTHER'S MILLS
C.H. GUENTHER & SON INC.
SAN ANTONIO, TEXAS

China Poblana Costume Creation Of Princess

DURING Charro Days, the annual Brownsville fiesta, a great deal is heard about the China Poblana. This year the fiesta begins Feb. 20 and continues through February 23.

The China Poblana costume is worn by Mexican women on fiesta days. It consists of wide red and green skirts, embroidered with flat beads, a blouse of white cloth, dark silk "reboso" or scarf, green slippers, wide-brimmed hat, bracelets, necklaces and earrings.

The dress is, according to the most accepted versions of the China Poblana legend, of foreign origin. This is the story:

Once upon a time in far away Cathay, now known as China, there was a melancholy, beautiful, and romantic princess. The princess, who had the best of everything, nevertheless became bored and always sought happiness elsewhere.

Every day she would watch the ships as they came from faraway places and then sailed beyond the horizon.

One day she smuggled herself aboard a big sailboat. As the vessel crossed the seas, it was attacked by pirates. The princess was made captive and the pirates prepared to sell her into slavery.

Reach Acapulco

The first port they touched was Acapulco, on the west coast of Mexico. At the auction of slaves, the princess was purchased by a gallant young man from the city of Puebla, who fell in love with her at first sight. He made her his wife.

Soon the princess, with her beautiful clothes and jewelry, attracted people from miles around. They came to gaze and marvel at this beautiful creature. Not only was she beautiful, but she was kind and generous and her good deeds became known throughout the land.

Imitate Costume

Soon the people began imitating the beautiful clothes she wore, because they wanted to be like her.

The "China Poblana" (The Chinese Girl of Puebla) became the most famous personage in all of Mexico, and her fame spread, and her good deeds were recounted all over the world.

Her dress became the standard fiesta dress of Mexico.

Parade Features Latin American Nations Theme

The grand parade, featuring elaborate floats, is one of the most spectacular events of the spectacular Charro Days fiesta

Each year a new theme is carried out to give the parade unity.

Last year, for instance, the floats represented Mexican songs, and provided striking representations of popular tunes from south of the border.

This year's theme features the nations of Latin America and the states of Mexico.

Costumes are so varied throughout Latin America that a parade with hundreds of floats could be designed without any repetition.

The 1941 Charro Days parade will have scores of floats and will be one of the most colorful in the history of the famous border fiesta.

Hargrove's Stationary and Book Store

Office Supplies and Equipment

Brownsville, Texas

De mi barro, cuando muera,
Hagase, comadre, un jarro;
Si tiene sed, en el beba;
Si a la boca se le pega,
Son los besos de su charro.

Charro Days

Color and Life is what distinguishes this unique celebration, this bright four-day interlude, (bright in color and type of attire, bright in smiles and good humor), during which the people in the Valley, both visitors and residents, have a chance to be themselves and to really become acquainted with each other. The whole Valley makes Brownsville its home during the celebration. Come and spend those four days with us, to be happy and to make others happy.

E. de la Garza

Wholesale Grocer

• BROWNSVILLE •

NOW IT'S CHEAPER TO BUILD THAN TO PAY RENT!

No home that's rented can give the pride and satisfaction that goes with owning a home of your own! Home ownership no longer involves the financial outlay that it used to—now you can build your own home and pay for it just like rent, a little each month; and after a while you really have something to show for your money. A home will bring new comforts, new happiness to your family. A home of your own will bring new prestige to you—you'll step out of the "tenant" class; you'll be looked upon as a HOME-OWNER! Start to think of building a home for your family!

TO BUILD—SEE US FIRST

EAGLE PASS LUMBER CO.

317 Monroe **BROWNSVILLE** **Phone 607**

You are Invited...

to come to Brownsville during . . .

Charro Days

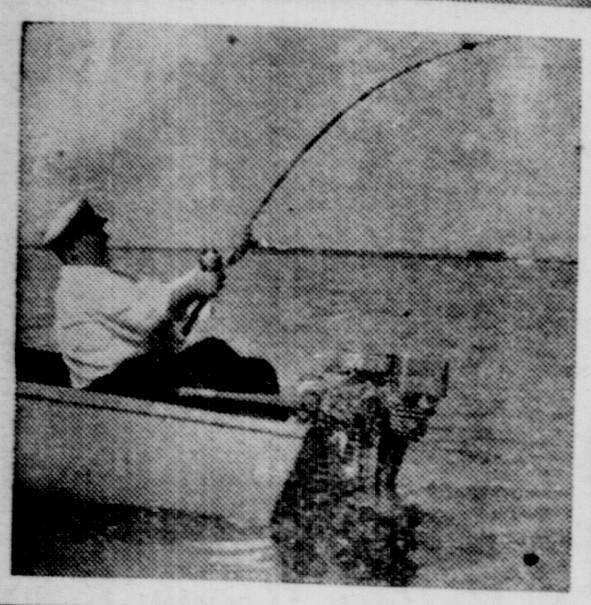
This celebration has found a place in the heart of every Valleyite . . .

Quality printing has a place in the office of every good business man. For 16 years we have served the Brownsville territory with quality printing and service.

BROWNSVILLE PRINTING CO.

1245 Elizabeth **Phone 1300**

Valley Lakes, Canals, River Teem With Fish



* * * *

Ample supply of fish for fresh-water anglers in the Lower Rio Grande Valley the year round is assured through the fish hatchery at Olmito.

The hatchery is operated by the Texas State Game, Fish and Oyster Department.

Hundreds of thousands of "fingerlings" are raised at the hatchery. At the proper stage of growth, they are transferred to lakes, brooks and rivers throughout South Texas.

Among the fish raised are bass, crappie, green perch, bream, and bull-nose perch.

Some of the Valley spots supplied with fish from the Olmito hatchery are the Willacy county 2900-acre reservoir, the 20-mile-long Lake Olmito, Adams Gardens lake, Progreso laks, Penitas lake, La Joya lake, Rancho Viejo resaca, San Benito resaca, numerous irrigation canals and other reservoirs.

The French government built an embassy in Texas during the period of the Republic. It was located at Austin.

Working Shoulder to Shoulder

For the Development of South Texas

Development of the Rio Grande Valley and Houston go hand in hand.

The millions of dollars produced from the rich soil of this great Valley flow into Houston trade channels, and Houston money, in turn, comes into the Valley for further development.

Our relationship with Rio Grande Valley financial institutions have been a source of great satisfaction to this bank and we constantly strive to reciprocate.

The City National

Bank of Houston

Houston, Texas

4%

Current Dividend Rate

FEDERAL HOME LOAN BANK SYSTEM MEMBER

Hard-Earned Dollars

Protected By

INSURED SAFETY

Savings Create Prosperity — Build a Community

Your money, saved or invested in this Federal Savings and Loan Association creates more business, builds new and better homes, makes ownership of existing homes easier, encourages modernization and improvements, gives employment to labor and promotes a better and more stable community.

When you save or invest in this Association your money works for you right here in your own community where you may easily see the property under mortgage to this Association. While our money works and earns for you, there is also the fact that your savings contribute to the well-being and upbuilding of your community.

This Association lends its funds on the security of carefully selected monthly reducing first mortgages on homes in this community. Thus, for your savings, you have the choicest type of first mortgage security plus INSURED SAFETY afforded by Federal Savings and Loan Insurance Corporation, a Government Agency.

FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION INSURED

Brownsville Federal Savings & Loan Assn.

410 12th Street Brownsville, Texas

LOURDES SHRINE at Rio Grande City

Church Shrines Recall Valley's Pioneer Days

LOPENO SHRINE

Religious shrines, some 100 years old or older, abound in the Rio Grande Valley, reminders of spiritual trail blazing by early day church missionaries.

Besides several old churches — at Brownsville, Matamoros, Mier (opposite Roma, Texas) — there are roadside shrines, especially in the western portions of the Valley.

Best known, perhaps because most accessible, is the shrine to Our Lady of Lourdes at Rio Grande City. Although comparatively recent—built during the World War—it typifies the spirit of other shrines, on hills, on old ranches, and along some of the lateral undeveloped roads.

Replica of Famed Shrine

The Lourdes shrine is a replica of the famous shrine in France. It is located on the hill, to the right, as you approach the Starr county courthouse in Rio Grande city. The sanctuary is surrounded by an iron fence, and is approached through a park of flower beds and palm trees. In the grotto-like altar is a statue of the Virgin, with kneeling figures on either side. Bougainvillea climbs over the rock formations of the grotto structure.

On the ground, forming a unique pool, is a cement relief map of North America, with the great lakes, the Gulf of Mexico, the Atlantic and Pacific oceans outlined in water.

One At Lopeno

Another well known shrine is the ancient one of Lopeno, on the old Tigre ranch in Zapata county. It was erected by Silvestre Ramirez more than 100 years ago to Our Lady of Guadalupe, patron saint of Mexico. The shrine was erected over a well carved out of solid rock.

On the "Loma de la Cruz," two miles from Rio Grande City, is a large cross, erected in 1894 as a sign of gratitude by the ranchfolk for the heavy rains that came after a seven-year drought that devastated the region. The rains followed a pilgrimage up the hill from the surrounding ranches. Men, women and children climbed the hill on their knees and put up the cross. Every year the first fruits of the fields are carried up the hill and laid at the cross as an offering.

LARGEST LAND DEAL

The largest land transaction in Texas history took place in 1882 when Charles and John Farwell of Chicago obtained 3,000,000 acres in the Panhandle, in exchange for building the state capitol at Austin. The land was the site of the famous XIT ranch.

Our pride in Mission and the Lower Rio Grande Valley and progress of this section is akin to the pride we feel in our service to the public for more than 30 years. Together with our wish for the citrus industry's continued rise to prominence and prosperity, we pledge ourselves to provide Mission with a complete banking service of which it can be proud.

FIRST STATE BANK
And Trust Company
Mission, Texas

John H. Shary, President T. M. Melden, Vice-President
L. R. Lehman, Cashier
Member Federal Deposit Insurance Corp.

A PLEDGE RENEWED

The First National Bank has pledged itself to a program of advancement and progress . . . and it is proud of the fact that it has kept abreast of Mission and community development. The recent completion of our beautiful new bank building, one of the most modern in the state, clearly indicates the manner in which this bank strives to serve its community. We maintain for our customers complete banking facilities, and if we profess just a little pride in our record of the years, we feel certain our friends will regard it as pardonable.

• LLOYD BENTSEN, Pres.
• L. A. BUESCHER, Active Vice-Pres..
• W. O. BROWN, Cashier

FIRST NATIONAL BANK
OF MISSION
Member Federal Reserve Bak and Federal Deposit Insurance Corp.

Play, Rest Year Round at Valley Beach Resorts

Del Mar Has All Comforts On Surf Edge

WINTER and summer, spring and fall — the Lower Rio Grande Valley resident or visitor can play or rest on the splendid Gulf of Mexico beach the year 'round.

Low Cost

Low cost, ample accommodations, and pleasant informality make the Valley beach resorts particularly attractive.

Developed section of the beach near the mouth of the Rio Grande, known as Boca Chica, is the now famous Del Mar beach.

Del Mar Facilities

Del Mar has, in addition to the numerous sports of the surf and the five-mile stretch of beach — bathing, boating, fishing, surfboard riding—facilities for persons who wish to spend more than a day. Modern cottages at economical prices, with all modern conveniences, including hot and cold running water, electricity, gas, showers, telephone.

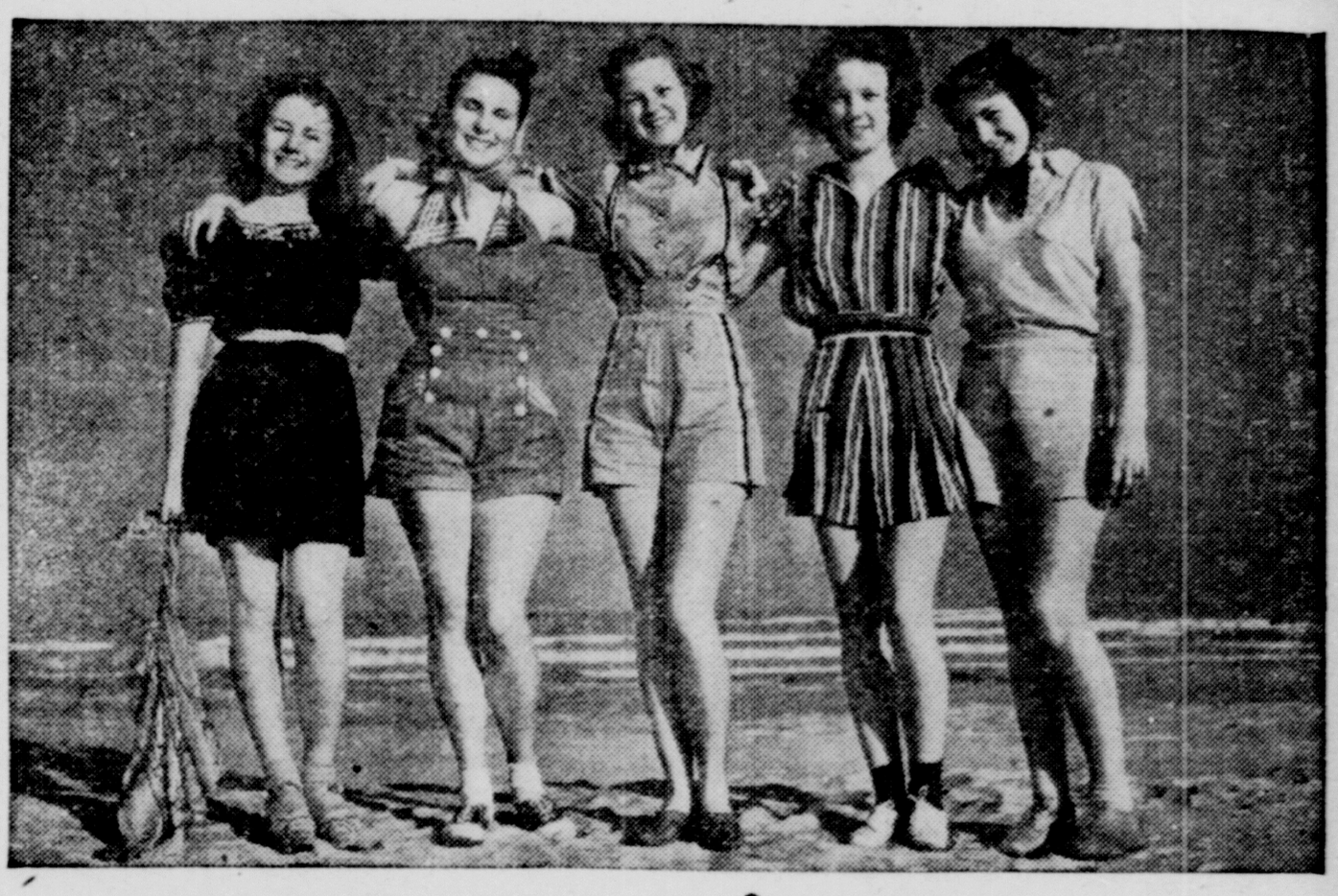
Del Mar also has a cafe, dining room, dance pavilion, bath house, post office, daily mail and school bus service.

Within five minutes from Del Mar beach are the huge jetties jutting a mile into the Gulf of Mexico, with a floor making them into ideal recreation piers.

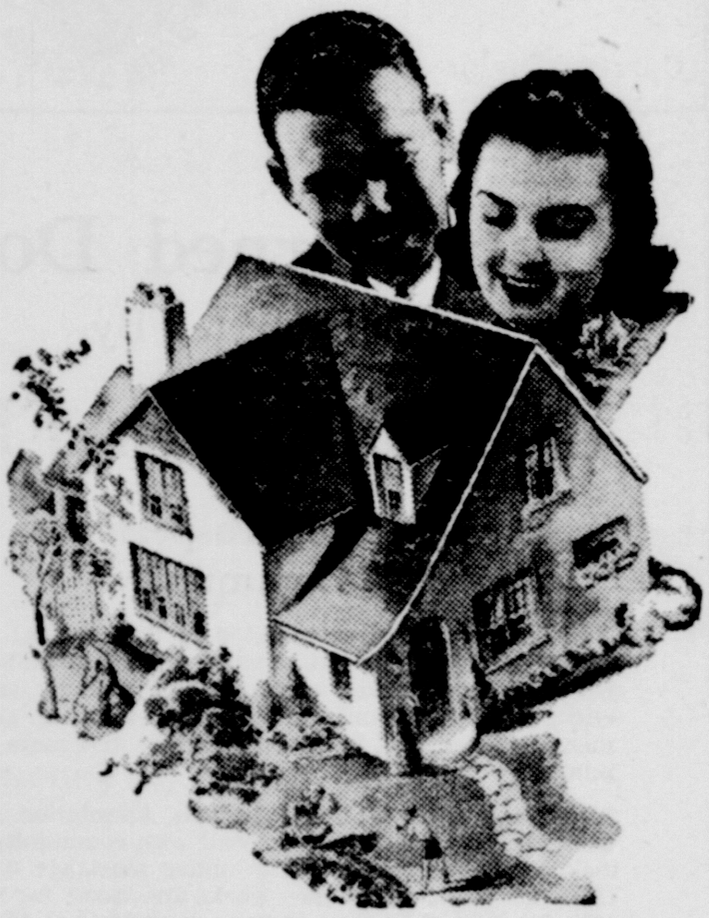
Port Isabel Resort

There is plenty of room on the beach for automobiles, where excursionists can spend the night in the open, camp and cook, or park trailers.

Port Isabel with its bay fishing, boating and swimming in the temperate waters of the Laguna Madre, is another resort spot of the Valley. Across the bay is historic and healthful Padre Island, quickly reached by boat. On the other side of the island is the Gulf of Mexico and its surf.



Merrymaking Crowds Enjoying Facilities Of Valley Beach Resort



Own the Home You Want!

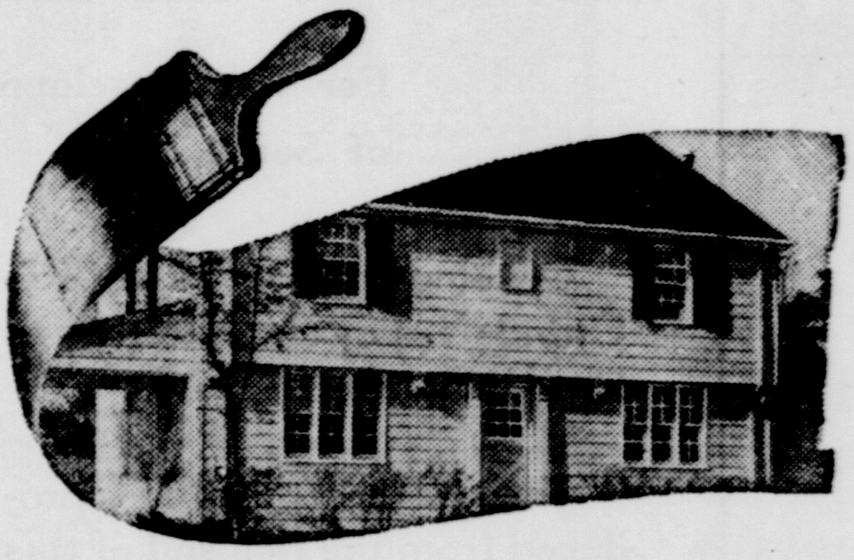
It's Easy! Come into our office and select the kind of home you want. We will help you prepare plans, select materials and even to secure a loan. It costs less than rent, and gives you greater comfort and happiness.

FRONTIER LUMBER CO.

147—10TH STREET PHONES 872 & 873

BROWNSVILLE, TEXAS

IT'S MAGIC



Paint will do wonders in making your home more attractive, whether applied to the exterior or to the living-room, bedrooms, kitchen or bath.

But there is a vast difference in paints, no matter how reputable the manufacturer may be. The peculiar climate of the Rio Grande Valley requires special preparation, because of the damp air and hot sun.

Val-Co Paints are made especially for this climate. They are scientifically prepared in our own laboratory to meet local conditions.

They are manufactured in our own modern factory, right here in Harlingen. This creates an important payroll and helps to pay the tax burden of this growing community.

No matter what your paint needs may be—we can prove the superiority of our quality products. Drop in and see our color samples and get our prices. It will be a pleasure to meet you.

VAL-CO PAINT CO.

Paints — Varnish — Enamels — Stains

1417 W. Harrison Street, Harlingen Phone 1304

Mission Fiesta Dedicated To Valley's Big Crop

Citrus Theme Featured At Annual Fete

DEDICATED to the Lower Rio Grande Valley's principal industry, the annual Texas Citrus Fiesta at Mission is celebrated by Valleyites throughout the region.

The five-day event, now eight years old, provides a varied program of entertainment, ranging from spectacular coronation events to military maneuvers.

This year's fiesta opened on January 16, with coronation of Queen Citriana VIII at the Tex-Sun building. At this spectacle, duchesses from throughout the Valley, all arrayed in gorgeous costumes, form the court for the ruling sovereign of the fiesta.

Following the coronation the queen was feted at the annual ball in her honor.

Next day's events featured the Parade of Oranges, two big band concerts, and a citrus institute, conducted by W. H. Friend of the Valley experiment station. Mr. Friend lectured on proper planting and cultivation of citrus and answered numerous specific problems of growers.

The second day's events were crowned with the nationally famous Citrus Style Show, in which models appeared in costumes made from Valley citrus and vegetable products.

Throughout the fiesta, prize exhibits of grapefruit, oranges and other Valley citrus fruits and products, as well as Valley flowers, were on display.

Other features included the junior parade, with pets, doll buggies and tricycles; parade of tourist delegations; free dances, an antique and hobby show, encampment of Fort Ringgold cavalry on the high school athletic field.

Leading events on the final day, Sunday, January 19, were the Golden Grapefruit Gold tournament at the Shary Municipal golf course, and union religious services at the First Christian church, with Paul T. Vickers as the main speaker.

QUEEN CITRIANA on float a t Mission's Citrus Fiesta

"The Rio Grande Valley Serves America."

With that theme carried out on floats and costumes, the 1941 Parade of Oranges proved one of the most spectacular in the history of the Texas Citrus Fiesta at Mission.

Attended by a Princess of North America and a Princess of South America, Queen Citriana VIII (Miss Jean Weinert, Donna) had in her retinue also numerous duchesses. Each duchess represented her own home town as well as a market center to which Rio Grande Valley products are shipped.

WARM WINTERS

Middlewesterners and all others of the U. S.
Here's why you should winter in McAllen, Tex.:

1. Warmer climate—500 miles further south than Los Angeles
2. Dry climate—rainfall about 18 inches annually
3. Low living costs—10 to 20 per cent saved
4. McAllen Owns Largest Tourist Hall in Texas
5. Employed Tourist Hostess—10 free programs weekly
6. Alluring Old Mexico 15 minutes away
7. One of most healthful regions in U. S.
8. Intensive, heartfelt hospitality.

McAllen, Texas annually entertains more winter visitors than any city in Southwest—Over 10,000 last year. Texas oranges and grapefruit proved by actual laboratory tests to lead U. S. in juice and sugar content. McAllen is Valley's favorite shopping city. McAllen is second most important port of entry to interior Mexico on U. S. border—Free Mexican information bureau.

People of the U. S. spend your winters in McAllen, or route yourselves winter or summer via McAllen to Mexico — Gulf breezes make summer visit delightful. WRITE McALLEN CHAMBER OF COMMERCE FOR FREE LITERATURE.

All Along the Bougainvillea Trail

KREE-MEE ICE CREAM AND MALTED MILKS

No matter where you go, you will find one of our unique stores to serve you, with the assurance that you can get the finest quality of ice cream and malted milk that is made.

Fourteen company-operated stores with a constantly growing business year after year for ten years since our establishment speaks more than words for our products.

Kree-Mee Ice Cream Co., Inc.

General Offices and Factory Harlingen, Texas

Gulf and Bay Water Sports Popular in Valley

One of Favorite Spots for Recreation In Lower Rio Grande Valley Is Port Isabel. Boat and Pleasure Piers Pictured Below During One of Port Isabel Yacht Club Regattas

Houston's "Bank of Courtesy" extends its greetings and congratulations to the progress-minded people of the Valley

The NATIONAL BANK OF COMMERCE

Gulf Building Houston

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Trees For Valley Highways Must Pass Test

Selection Hinges On Suitability

FLOWERS, trees and shrubs for Valley highways are selected with the same care as road materials—for adaptability to local conditions, and durability with a minimum of maintenance.

Under direction of a highway beautification expert, in cooperation with the division engineer, plants are tried out in an "experiment station" at division headquarters.

Experiments Conducted

There experiments are conducted with native plants and with "imported" plants from other regions that show possibility of thriving in the Valley.

Division Engineer J. W. Puckett and Jim Pitman, department road beautification expert, have been selecting, through a process of trial and error, plants that can withstand sudden changes in weather, that can stand up under short cold spells, long dry spells and that require only small amounts of water.

Nursery Maintained

At division headquarters, in an outdoor nursery or lath house, suitable trees, shrubs and flowers are cultivated for transplanting to roadside beds.

After testing the qualities of a special type of eucalyptus tree, the department ordered 2,000 seedlings, 600 of which are now growing in pots at the division headquarters nursery.

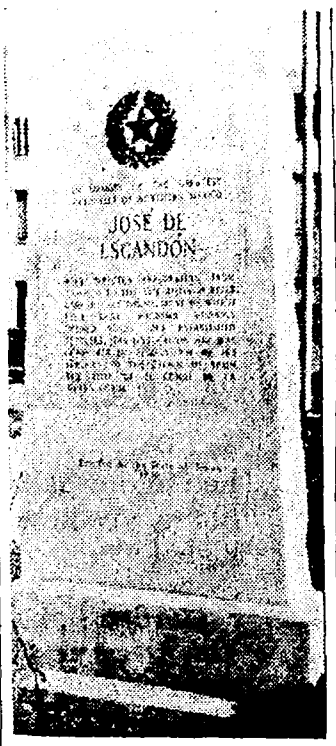
Living proof that these trees are suitable for the Valley is a six-year old eucalyptus on the grounds of the highway headquarters. Grown from seed, amply watered, the tree has attained a height of 25 to 30 feet, with a 10-inch trunk and a wide limb spread giving plenty of shade.

Other Plants

Other plants which are being used abundantly in highway beautification include zitherwood, plant with blue flowers and small orange-colored berries; tiger apple, with orange-flame-peace colored blooms of the trumpet type; rambling acacia, with brilliant yellow flowers; turks cap, the well known plant with abundant crimson flowers; and the flowering willow.

The eucalyptus seedlings are to be planted on the new Kenedy county road and along Highway 100 (Barreda—Los Fresnos—Port Isabel). They are of different variety from the taller, narrower-spread eucalyptus used as windbreaks by orchardists, and they can stand lower temperatures than the Valley's normal minimums.

The highest officially-recorded temperature in Texas was registered at Seymour, Baylor County, August 12, 1936, when the thermometer showed 120 degrees.



MARKER

Markers Relate Valley History

Historically-conscious Rio Grande City has three markers erected during the 1936 centennial that reach back to the Valley's early days.

In front of the modern court house, a three-story building erected in 1939, is a marker in memory of Jose de Escandon. It is surrounded by a circular wall, of cement and petrified wood, forming a small pool.

On the granite the following words appear:

"In memory of the greatest colonizer of northern Mexico, Jose de Escandon, who directed exploration from Tampico to the San Antonio river, laid out 23 towns, most of which still exist, founded missions, opened roads and established settlers, 1746-1755. Upon him was conferred, in recognition of his services to the crown of Spain, the title of El Conde de la Sierra Gorda."

Another Rio Grande City marker states.

"Site of old Rancho Davis, home of Henry Clay Davis, a Kentuckian, came to Texas in 1839, served with Taylor's army in 1846, married into the Garza family, pioneer settlers and large landowners in the region. Around his home, Rio Grande City grew up. Steamboats from Brownsville made the town a trading center. Ringgold barracks were established in 1848. Rio Grande City, the county seat."

Besides these markers, there are numerous others throughout the Valley, designating sites of historical events, including those of the battles of Palo Alto, Resaca de la Palma, Palmetto Hill, the Stillman home, and many more.

FIRST COURTHOUSE

Hidalgo, on the Rio Grande, was formerly county seat of Hidalgo county. In 1908, the records were brought in a wagon to Chapin (later Edinburg) and placed in tents until the first courthouse was built.

WORKING ON PAA CLIPPER MOTOR AT BROWNSVILLE AIRPORT

Donna Had Earliest Irrigation System

The first irrigation system constructed and chartered for public use in the Valley was built in 1902 near Donna by J. C. McDowell, of Pittsburgh. He was one of the pioneer developers of the region, and built a sugar mill.

Donna grew out of the 23,000-acre tract known as La Blanca. A. F. Hester and T. J. Hooks, rice planters, subdivided the town which became Donna. R. P. Boeye, who cleared the townsite, became Donna's first mayor.

The city was named after Donna Hooks, eldest daughter of the tract's founder.

Davis, GOP Governor, Saw Valley Service

Texas' only Republican governor was with the Union army in the Valley.

He was Edmund J. Davis, elected in 1869.

A native of Florida, he came to Texas in 1848, was in the civil service as district attorney, district judge and collector of customs.

In 1863, as a colonel in the Union army, Davis went to Bagdad on the U.S.S. Honduras. In Matamoros he was captured by Confederate forces, and narrowly escaped execution. At the close of the war he was a brigadier general and resumed law practice.

Condensed Statement of Condition to the Comptroller of the Currency of the

Frost National Bank

At the Close of Business December 31, 1940

RESOURCES		LIABILITIES	
Cash	$14,690,429.32	Capital Stock	$ 1,200,000.00
U. S. Government Obligations (All carried at par or less)	21,746,137.50	Surplus	1,200,000.00
Investment Bonds and Municipal Obligations (All carried at par or less)	2,534,302.92	Undivided Profits—Net	276,118.21
Stock in Federal Reserve Bank	72,000.00	Reserved for Taxes, Interest, etc.	167,090.57
Loans and Discounts	5,031,243.93	Interest and Discount Collected but not Earned	15,004.51
Interest Earned but not Collected	74,556.78	Reserved for Undeclared Dividends	96,000.00
Building Account	924,188.56	Deposits: Commercial	$23,507,628.10
Other Real Estate Owned	1.00	Correspondent Banks	7,621,894.28
		Time	7,837,753.93
		Public Funds	2,067,033.50
		Other Deposits, Certified & Cashier's Checks, etc	1,084,336.91
			42,118,646.72
TOTAL	$45,072,860.01	TOTAL	$45,072,860.01

Frost National Bank

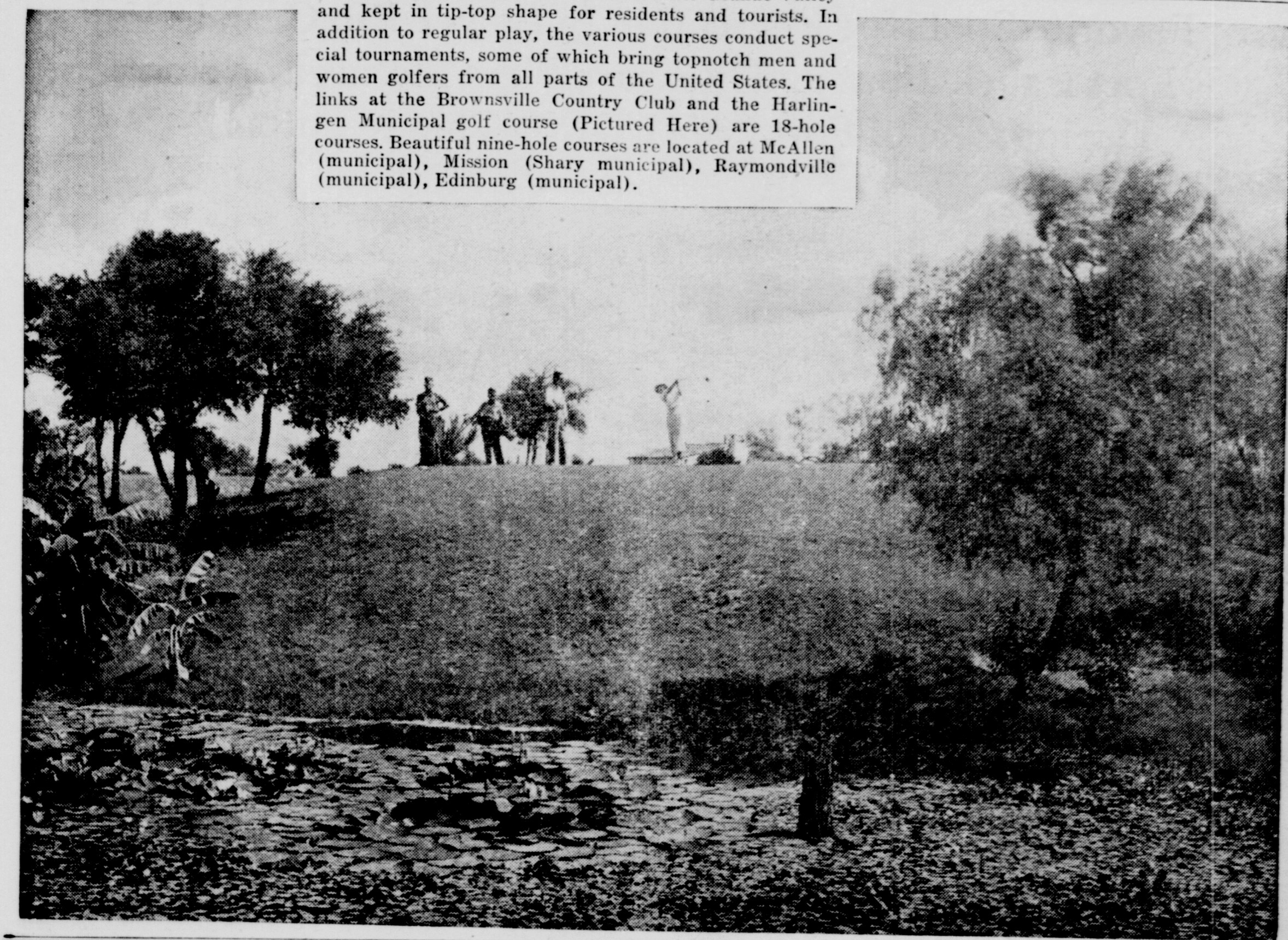
SAN ANTONIO

SAFETY — COURTESY — PROMPTNESS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Golf--Year-Round in Valley

SPLENDID year-round golf courses—a half dozen of them—are available in the Lower Rio Grande Valley and kept in tip-top shape for residents and tourists. In addition to regular play, the various courses conduct special tournaments, some of which bring topnotch men and women golfers from all parts of the United States. The links at the Brownsville Country Club and the Harlingen Municipal golf course (Pictured Here) are 18-hole courses. Beautiful nine-hole courses are located at McAllen (municipal), Mission (Shary municipal), Raymondville (municipal), Edinburg (municipal).



New Airplanes $999 Up
Used Planes—Also
Repair Service

Mauldin Aircraft

Aerial Photos
Charter Flights
Sight-Seeing Flights

LEARN TO FLY!

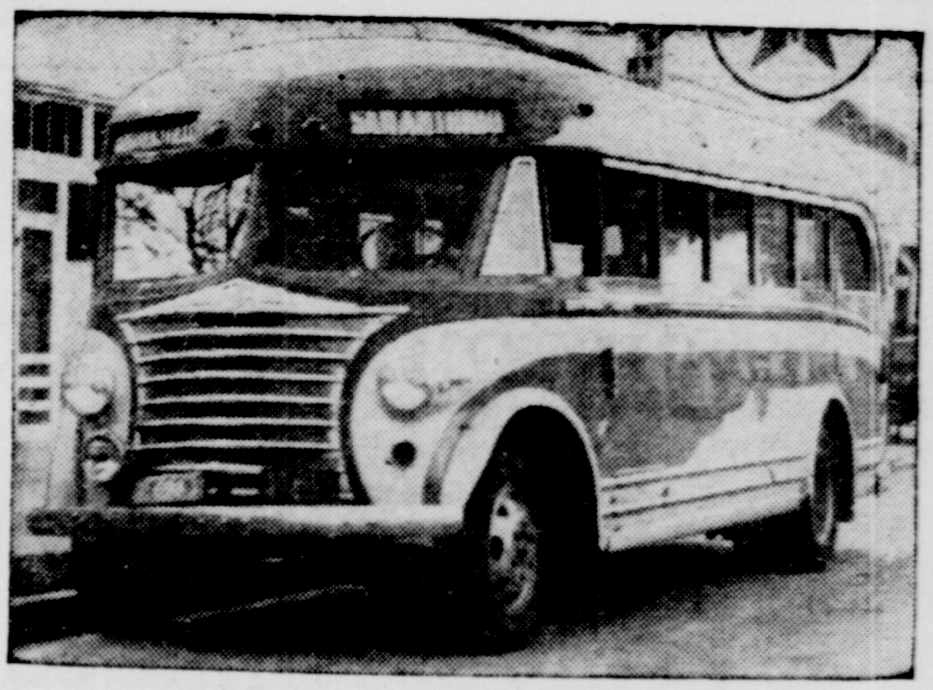
New Waco Military Trainer — PT-14 Used for Advanced Students.

Co-operating with the National Defense Program, the Waco Aircraft Company is devoting over 80 per cent of its capacity toward construction of the Type PT-14, especially designed for civilian training under the rigid specifications of the Civil Aeronautics Administration. 21 planes are turned out each week in the modern plant by the company at Troy, Ohio. Mauldin Aircraft is agent for the company in this territory. In addition to military planes custom-built cabin ships are built for private owners.

Government Approved School No. 1039

Young men, 19 to 26, with one year's college education, if now attending, or two years if not now attending, are now eligible to learn flying, under the Civil Aeronautics Authority. The government pays your tuition. Graduates are given Private Pilot License. Ground work and dual and solo instruction in actual flying.

Brownsville-San Benito Highway, 2 Miles N. of Brownsville
Les Mauldin, Vice-Consul de Nicaragua



UNION BUS LINES

Fast — Frequent Service — Safe

The Ideal, Economical, Enjoyable Way To Travel

Members of the Garden Club in All Parts of Texas will find it convenient to use Union service direct, or by connecting lines. Shortest route between all Valley Points and San Antonio. Fast, frequent service.

UNION BUS LINES

UNION BUS LINES
General Offices, San Antonio, Texas

Spectacular Festival Marks Weslaco Birthday

Thriving City Rounds Out 21st Year

THE annual Weslaco birthday party has developed into one of the big fiestas of the Valley year.

In 1940, the thriving community celebrated its twenty-first birthday — "coming of age."

The two-day event brought thousands of persons from throughout the Valley—residents as well as winter visitors—to the center of activity.

Climax of the celebration was the famous fruit, vegetable and flower costume style show at Barbee field. Sports dresses, evening dresses, and other costumes were displayed by lovely models.

The doll buggy and pet parade during the day is a highlight of the Weslaco event. Another important procession is the school parade, with contingents from the various education institutions participating.

One of the features of the Weslaco birthday party is the citrus and flower show. The flower show included specimen arrangements, potted plants, foliage plants, cactus, succulents, bubble bowls, aquariums, dish gardens, corsages, miniatures, slippers and others.

In the citrus exhibit, there were displays of Marsh, Duncan, Foster, Marsh pink, red blush, cluster grapefruit, navel orange, pineapple orange, Hamlin orange, Temple orange, Valencia orange, Algerian tangerine, tangelo, king manderin, meyer lemon, eureka lemon, ponderosa, Mexican lime, rangpur lime, kumquat.

During the festival, three blocks on Weslaco's famous "face-lifted" Main Street are roped off for various entertainment events, including hog calling, milk-drinking contests, fat men's race, horseshoe pitching, and a water fight between firemen and civilians.

BOUGAINVILLEA DRESS shown at Weslaco Style Show

Looking Forward!

In 1872 . . . a year of reconstruction, expansion, pioneering . . . Chicago was just recovering from the great disastrous fire, the nation was shocked with stories of Indian wars and six-shooters were the law in the Far West.

Two young men—A. Montgomery Ward and George R. Thorne, with very little capital but ideals and vision, founded America's first mail order house.

From a tiny room on North Clark street in Chicago, the $2,400 stock was advertised in a catalogue. Orders started to come in. The stock was soon exhausted and in a short time it was necessary to move to larger quarters. It was the Golden Rule taking hold. "Satisfaction guaranteed or your money back," was their slogan.

The famous Tower building in Chicago was erected and branch mail order houses were built in rapid succession. Today there are nine such branch houses in this country.

In 1926 the company's first retail store was established. Six hundred and twenty-four others have since been established. In Harlingen, Montgomery Ward established a retail store in 1937. The merchandising methods of the organization are a matter of record and the store immediately became popular with people in every section of the Valley. Today it ranks among the leaders in the great chain.

Just as Ward and Thorne looked forward to the future with optimism 69 years ago the organization is looking forward to a still-greater future.

MONTGOMERY WARD

123 N. First Harlingen

QUAIL (Above)
JAVELINA (Left)
DUCKS

COYOTE

Valley Offers Wide Choice Of Hunting

Bounded on one side by the Gulf of Mexico and on three sides by extensive ranchlands, the Lower Rio Grande Valley is so situated that it offers to the hunter a wide variety of game during the entire hunting season.

On the American side of the Rio Grande there is excellent hunting for the famed white-winged dove, for mourning doves, quail, ducks, geese, chachalacas, deer, coyotes, javelinas, and in some places turkey

And just across the Rio Grande, in the huge ranches to the south, may be found some of the finest deer hunting any place, in addition to such big game as jaugar, mountain lions, and bobcats. The Northeastern coast of Mexico also boasts excellent duck and goose hunting.

DEER

Streets Named For Early Day Settlers Of Valley

Names of some of Brownsville's main streets today recall the Valley's early days when the famous Stillman family fortune was founded on transportation and trading ventures, was established.

As early as 1828, on the register of the S.S. Albion, from New Orleans, en route to Matamoros, appeared the names of Francis Stillman and his son, Charles, 17.

Francis Stillman, merchant, ran a line of schooners from Matamoros to the West Indies. He died in 1838.

Charles continued his father's mercantile business in Matamoros. After 1848 he became associated with Richard King and Mifflin Kenedy in the purchase of Gen. Zachary Taylor's transport boats. These became the nucleus for the Rio Grande steamboat line between Brazos Santiago and Ringgold. They also established a steamboat line from Matamoros to New York.

Stillman in 1846 bought title to the land which is now Brownsville and part of Fort Brown. He established the Brownsville-Matamoros ferry, built the first brick house in Brownsville, and laid out the townsite of Brownsville.

The main street in the new town was named Elizabeth Street for Elizabeth Goodrich, the bride of Charles Stillman.

St. Francis was named for Francis Stillman.

St. Charles was named after Charles Stillman.

ALAMO FREIGHT LINES

•

Serving the Valley from San Antonio, Houston, Corpus Christi and El Paso, with connections from all points in California.

•

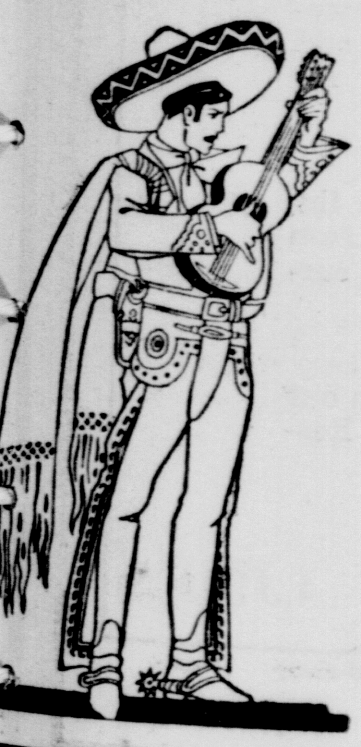
VALLEY OFFICES

Harlingen, hone 412 McAllen, Phone 1133

Welcome To..

BROWNSVILLE

Come and Be One of Us in the Gay Celebration

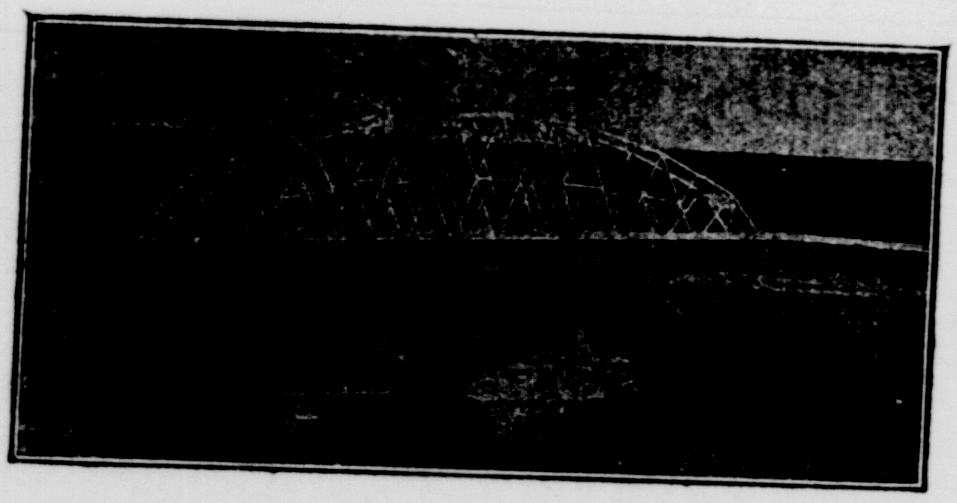


Charro Days

Feb. 20-21-22-23, 1941

PALM COURTS

214 W. Jefferson
BROWNSVILLE



The "Gateway Bridge"

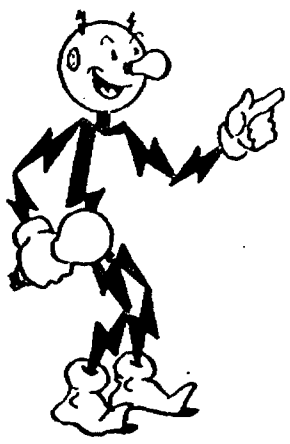
When visiting Old Mexico take the Silver Span across the Rio Grande

The Rio Grande Gateway Bridge Corporation

G. W. DENNETT, General Manager

Brownsville, Texas

Double the Pleasure of your garden *with* GARDEN LIGHTING!



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New startling effects which can be varied through rearrangement of lighting equipment can easily be achieved. Beauties of nature, heretofore restricted to daylight hours, are now yours to enjoy at night!

Garden lighting is not costly. You invest very little in equipment and the cost of upkeep is small. Stop in at CPL and let us explain more about this means of beautification.

In this garden, the lighted pathway to the pergola at the end is the central feature. The effect is neither expensive nor difficult to duplicate.

Pools show up to splendid advantage when lighted from the bottom by one or more lights, preferably in colors. It's an effect worth the effort, too!

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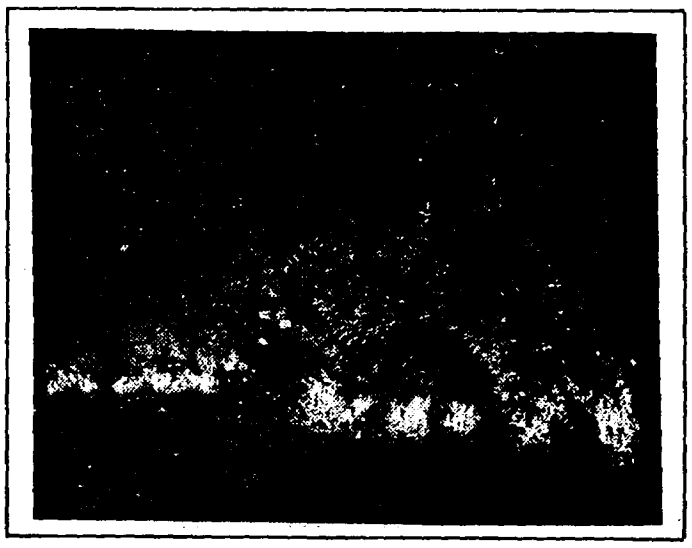

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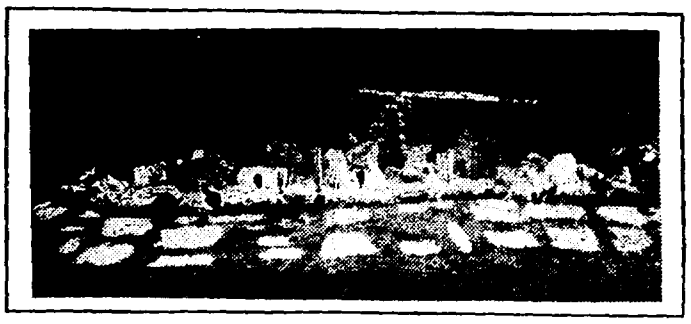
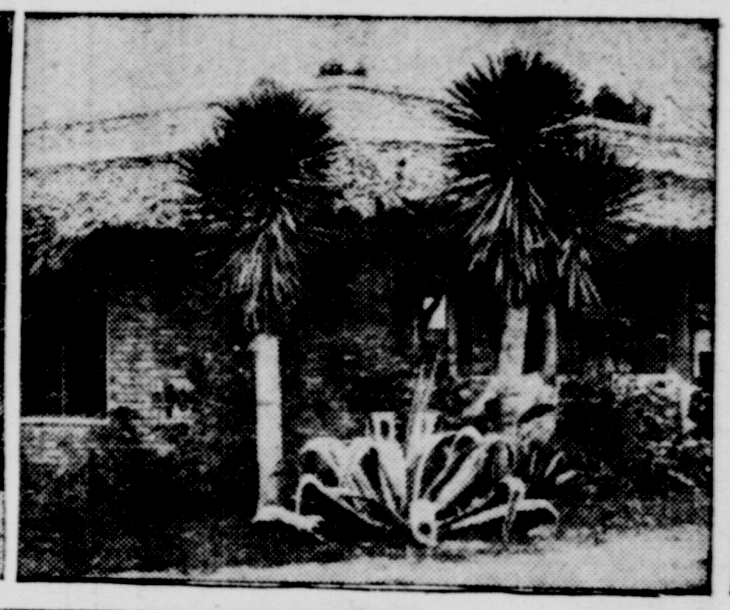
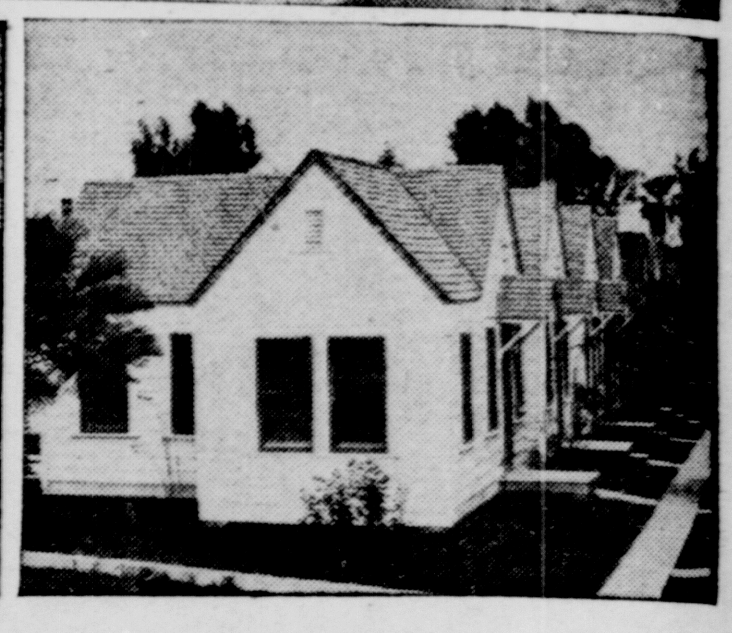


Use Central Power and Light Company's free advisory service on Garden Lighting. Your nearest CPL office will obtain free literature for you.

CENTRAL POWER AND LIGHT COMPANY

Camps, Trailer Parks Offer Tourists All Conveniences





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at Corpus Christi—

JAMES BARRETT
Manager

NUECES HOTEL
CORPUS CHRISTI, TEXAS
JAMES E. BARRETT, Manager

- Away from the wintry blasts—a paradise for hunters and fishermen. Golf and all outdoor sports — and The Nueces Hotel.
- 325 outside rooms with circulating ice water, ceiling fans and every convenience for your comfort.
- Finest cuisine on the Coast. Seafood, fresh every day, from the surrounding waters.
- Sensible prices in our Coffee Shop and Restaurant.

Donna Bougainvillea Festival Is Gay Event

Pageant High Spot Of Big Celebration

ONE of the gayest events of the Valley's big round of fiestas each year is Donna's big celebration — Dia Grande.

Because the bougainvillea plant, its history and its uses in Valley decoration played such a large part in the 1940 event, the Donna committee this year will change the name of the fiesta.

Tentative name for the celebration — substituting the old Dia Grande — is "Bougainvillea Festival."

Regardless of name, the Donna celebration, held early in December, is always a big show.

Town Decorated

The entire town is gaily decorated. Two of the big events are the Personality parade and the Baby show.

Two big dances, one by the Latin American club and the other in honor of Princess Bougainvillea, ruler of the fiesta, feature the festival.

Highlight of the two-day celebration was the "Bougainvillea March of Time," staged for the first time during the 1940 event.

"March of Time"

The "Bougainvillea March of Time" is a three-act pageant depicting the history of the bougainvillea plant, its discovery by the French explorer, Louis de Bougainville, and representations of the different varieties.

Climax of the pageant is the wedding of Princess Bougainvillea to "Mr. Train," symbolizing the Valley's 125-mile Bougainvillea Train that features the State Garden club's convention this year.

The Donna fiesta was the first in which the bougainvillea was made the central theme and in which the flower was featured in decorations.

Other events in the celebration included an old fiddlers' contest, a terrapin derby, and a tractor and farm implement display.

Donna Duchess

For the 1941 festival, the Donna Garden club will take a leading part. The club has already laid out and planted a large stage in the city park for the pageant. The two front wings are being planted in the Panama pink variety, the second set in Margaret Bacon and the third in Crimson Lake.

The population of Texas increased by more than 12 per cent from 1930 to 1940, bringing the total number of inhabitants to more than six and a half million.

Dutch City Gave Harlingen Name

War news in 1940 reminded Valley residents that one of the region's larger communities traces its name back to the "old country."

Harlingen in Holland appeared large on war maps soon after the German invasion of the Low Countries.

Harlingen in the Lower Rio Grande Valley was named by the late Lon C. Hill, Sr., the town's founder.

The name was peculiarly fitting, Mr. Hill thought, because he had hopes of seeing the Valley town develop into an important canal port, part of the intracoastal canal system then being started.

Harlingen, Holland, of course, is in the middle of a canal network.

Mr. Hill looked to Holland for the name, because of the canals, and because Col. Uriah Lott, president of the St. Louis, Brownsville and Mexico, then extending to the Valley, traced his ancestry to Holland. Harlingen, Holland, in fact was named after his grandmother's family, the Van Harlingens.

The Valley's Harlingen was at one time known as Six-Shooter Junction.

Minnesota Tops Tourist Influx

States of the Middlewest provide nearly 90 per cent of winter visitors to the Lower Rio Grande Valley, according to a McAllen chamber of commerce survey.

The survey shows, too, that increasing numbers are coming to this section from the Rocky Mountain states and from Atlantic seaboard areas.

Minnesota usually leads all states in registration of winter visitors. Other states which send large numbers here include Iowa, Illinois, Michigan, Kansas, Missouri, Nebraska, the Dakotas, Wisconsin, Ohio, Indiana and Colorado.

Moseville Was First Name of Los Fresnos

Los Fresnos was originally known as Moseville, after Mose Hill, developer of the tract.

The town grew up in a region which for many years was a ranch center. Five groups of small houses were clustered around Los Fresnos (The Ash Trees). They included Las Yescas (fungus), Las Cuates, (twins, for twin lakes); Las Cuatitas (the little twin lakes); Agua Negra (black water), for black water of one of the resacas, and Charco Hondo (deep pool), for a large dry resaca with one deep water hole.

The new townsite was formally opened December 19, 1929.

Rails Came In 1925 To Rio Grande City

Rio Grande City, seat of Starr county was for a long time the largest city in the United States without a railroad.

The historic Starr county city is one of the oldest towns on the border. It was founded in 1767 by Don Francisco de la Garza Martinez and named Carnestolendas.

Starr county was created by the state legislature in 1843. Rio Grande City grew up around the ranch home of Henry Clay Davis, a leader in the famous Mier expedition.

Railroad service was inaugurated August 23, 1925.

A Record

Of Merchandising Achievement!

In 1906—William T. Grant, recognized the need for a retail store that featured quality merchandise at minimum prices, to serve a rapidly increasing army of mass buying families and established the first W. T. Grant store in Lynn, Mass.

The immediate public acceptance for these fine merchandising policies resulted in a nationwide demand for Grant retail stores, and today—nearly 500 such monuments to good merchandising are located on the retail avenues of every major American city. The Grant staff of trained buyers, with their fingers continually on the pulses of public demand and merchandise values, can and do present to buying families through Grant stores, the best quality, and up-to-the-minute merchandise at minimum prices.

GRANT'S at Brownsville is not only a unit in this great chain of stores—it is a definite asset to the community which it serves. Here you'll find Lower Prices, Courteous Service and the kind of merchandise that has made Grant's famous.

For the Perfect Vacation--In Winter or Summer

DEL MAR BEACH

PARADISE ON THE GULF

NEAR BROWNSVILLE

ON HIGHWAY NO. 4

MODERN COTTAGES

- Fishing
- Bathing
- Seafood Dinners
- Dancing
- Postoffice
- Recreation Park
- Tourist Lounge

Modern Cottages At Economical Prices

DEL MAR BEACH has thirty modern cottages, fully equipped for housekeeping, including linen, hot and cold running water, electric lights, gas for cooking and heating, private showers and telephone, all of which is included in the price of the cottages at $30 a month up.

The same cottages without kitchen equipment and dishes, $25 a month up.

For the convenience and pleasure of their patrons Del Mar maintains a cafe, dining room, dance pavilion, bath house, post office and daily mail and school bus service.

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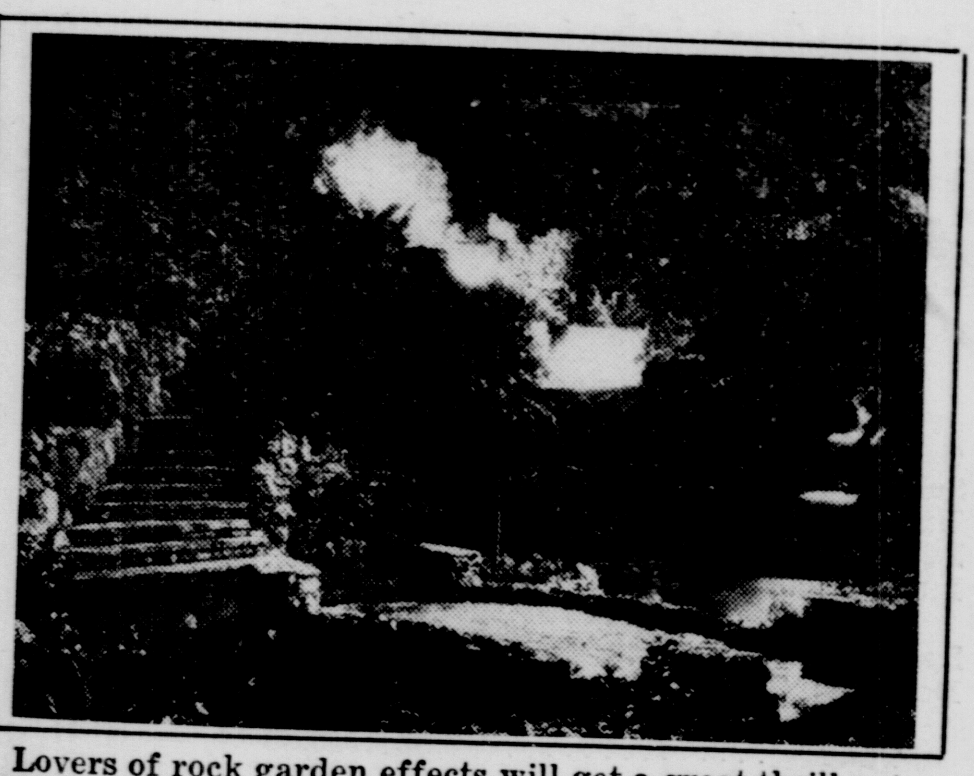

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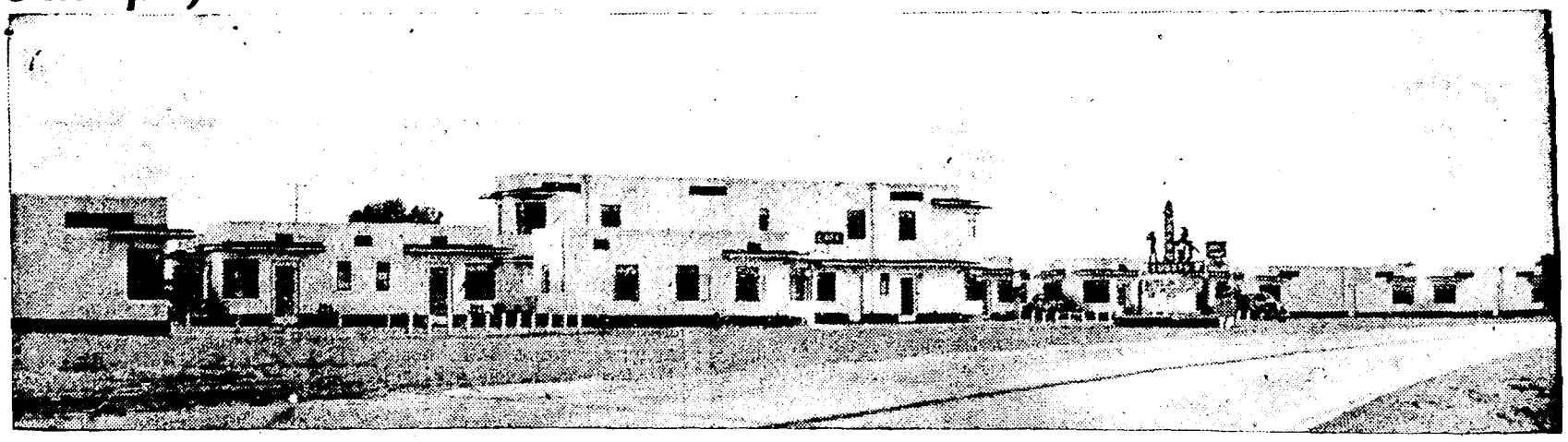

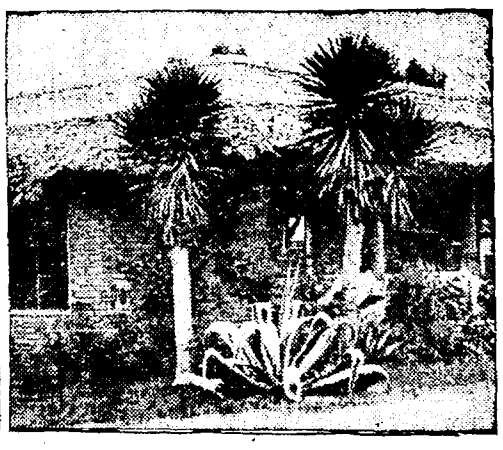

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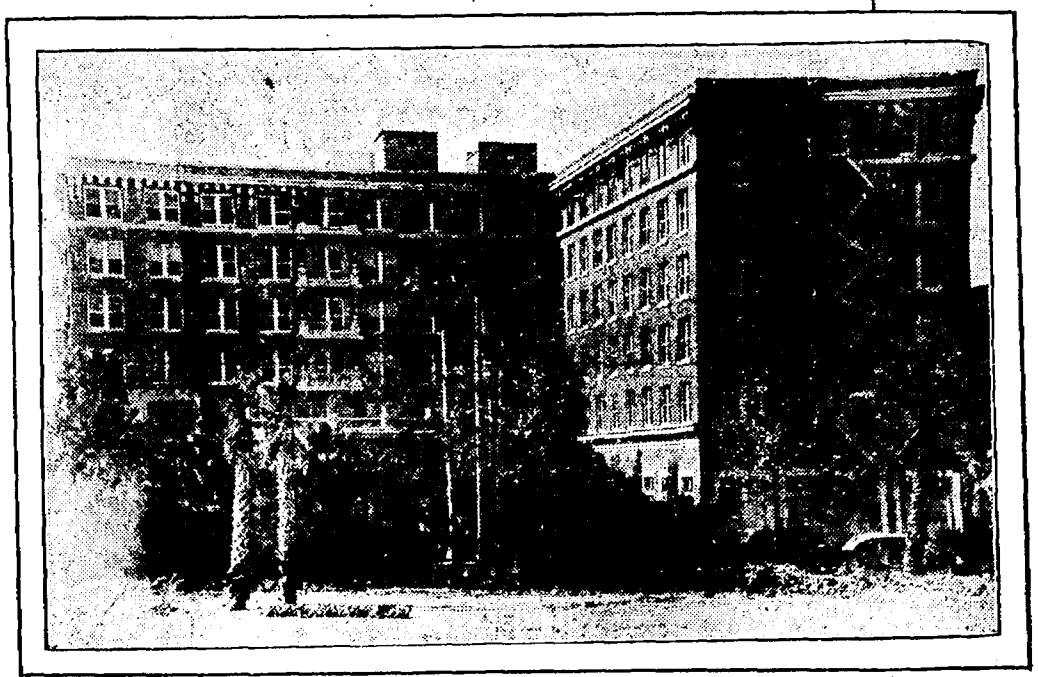


NUECES HOTEL
CORPUS CHRISTI, TEXAS
JAMES E. BARRETT, Manager

- Away from the wintry blasts—a paradise for hunters and fishermen. Golf and all outdoor sports — and The Nueces Hotel.
- 325 outside rooms with circulating ice water, ceiling fans and every convenience for your comfort.
- Finest cuisine on the Coast. Seafood, fresh every day, from the surrounding waters.
- Sensible prices in our Coffee Shop and Restaurant.

JAMES BARRETT
Manager

Trees For Valley Highways Must Pass Test

Selection Hinges On Suitability

FLOWERS, trees and shrubs for Valley highways are selected with the same care as road materials—for adaptability to local conditions, and durability with a minimum of maintenance.

Under direction of a highway beautification expert, in cooperation with the division engineer, plants are tried out in an "experiment station" at division headquarters.

Experiments Conducted

There experiments are conducted with native plants and with "imported" plants from other regions that show possibility of thriving in the Valley.

Division Engineer J. W. Puckett and Jim Pitman, department road beautification expert, have been selecting, through a process of trial and error, plants that can withstand sudden changes in weather, that can stand up under short cold spells, long dry spells and that require only small amounts of water.

Nursery Maintained

At division headquarters, in an outdoor nursery or lath house, suitable trees, shrubs and flowers are cultivated for transplanting to roadside beds.

After testing the qualities of a special type of eucalyptus tree, the department ordered 2,000 seedlings, 600 of which are now growing in pots at the division headquarters nursery.

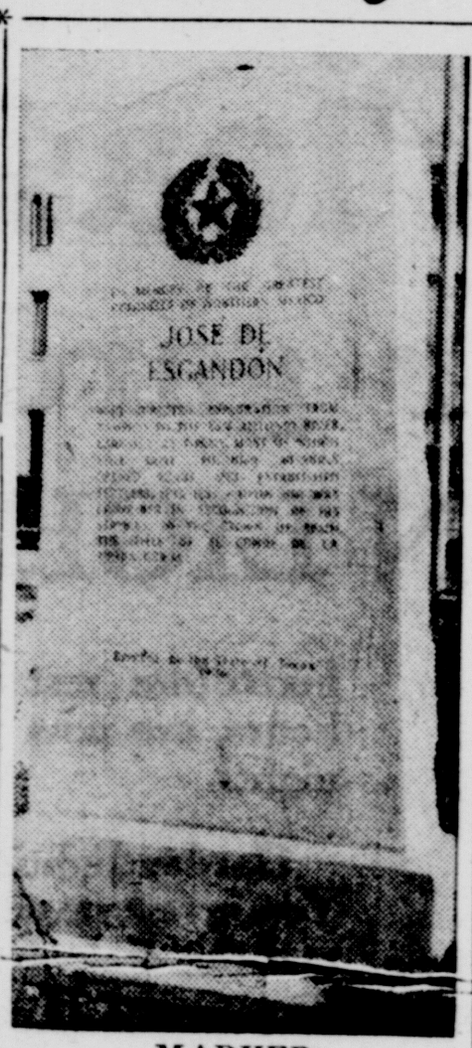
Living proof that these trees are suitable for the Valley is a six-year old eucalyptus on the grounds of the highway headquarters. Grown from seed, amply watered, the tree has attained a height of 25 to 30 feet, with a 10-inch trunk and a wide limb spread giving plenty of shade.

Other Plants

Other plants which are being used abundantly in highway beautification include zitherwood, plant colored berries; tiger apple, with orange-flame-peace colored blooms of the trumpet type; rambling acacia, with brilliant yellow flowers; turks cap, the well known plant with abundant crimson flowers; and the flowering willow.

The eucalyptus seedlings are to be planted on the new Kenedy county road and along Highway 100 (Barreda—Los Fresnos—Port Isabel). They are of different variety from the taller, narrower-spread eucalyptus used as windbreaks by orchardists, and they can stand lower temperatures than the Valley's normal minimums.

The highest officially-recorded temperature in Texas was registered at Seymour, Baylor County, August 12, 1936, when the thermometer showed 120 degrees.



MARKER

Markers Relate Valley History

Historically-conscious Rio Grande City has three markers erected during the 1936 centennial that reach back to the Valley's early days.

In front of the modern court house, a three-story building erected in 1939, is a marker in memory of Jose de Escandon. It is surrounded by a circular wall, of cement and petrified wood, forming a small pool.

On the granite the following words appear:

"In memory of the greatest colonizer of northern Mexico, Jose de Escandon, who directed exploration from Tampico to the San Antonio river, laid out 23 towns, most of which still exist, founded missions, opened roads and established settlers, 1746-1755. Upon him was conferred, in recognition of his services to the crown of Spain, the title of El Conde de la Sierra Gorda."

Another Rio Grande City marker states.

"Site of old Rancho Davis, home of Henry Clay Davis, a Kentuckian, came to Texas in 1839, served with Taylor's army in 1846, married into the Garza family, pioneer settlers and large landowners in the region. Around his home, Rio Grande City grew up. Steamboats from Brownsville made the town a trading center. Ringgold barracks were established in 1848. Rio Grande City, the county seat."

Besides these markers, there are numerous others throughout the Valley, designating sites of historical events, including those of the battles of Palo Alto, Resaca de la Palma, Palmetto Hill, the Stillman home, and many more.

FIRST COURTHOUSE

Hidalgo, on the Rio Grande, was formerly county seat of Hidalgo county. In 1908, the records were brought in a wagon to Chapin (later Edinburg) and placed in tents until the first courthouse was built.

WORKING ON PAA CLIPPER MOTOR AT BROWNSVILLE AIRPORT

Donna Had Earliest Irrigation System

The first irrigation system constructed and chartered for public use in the Valley was built in 1902 near Donna by J. C. McDowell, of Pittsburgh. He was one of the pioneer developers of the region, and built a sugar mill.

Donna grew out of the 23,000-acre tract known as La Blanca. A. F. Hester and T. J. Hooks, rice planters, subdivided the town which became Donna. R. P. Boeye, who cleared the townsite, became Donna's first mayor.

The city was named after Donna Hooks, eldest daughter of the tract's founder.

Davis, GOP Governor, Saw Valley Service

Texas' only Republican governor was with the Union army in the Valley.

He was Edmund J. Davis, elected in 1869.

A native of Florida, he came to Texas in 1848, was in the civil service as district attorney, district judge and collector of customs.

In 1863, as a colonel in the Union army, Davis went to Bagdad on the U.S.S. Honduras. In Matamoros he was captured by Confederate forces, and narrowly escaped execution. At the close of the war he was a brigadier general and resumed law practice.

Condensed Statement of Condition to the Comptroller of the Currency of the

Frost National Bank

At the Close of Business December 31, 1940

RESOURCES

Cash		$14,690,429.32
U. S. Government Obligations (All carried at par or less)		21,746,137.50
Investment Bonds and Municipal Obligations (All carried at par or less)		2,534,302.92
Stock in Federal Reserve Bank		72,000.00
Loans and Discounts		5,031,243.93
Interest Earned but not Collected		74,556.78
Building Account		924,188.56
Other Real Estate Owned		1.00
TOTAL		$45,072,860.01

LIABILITIES

Capital Stock		$ 1,200,000.00
Surplus		1,200,000.00
Undivided Profits—Net		276,118.21
Reserved for Taxes, Interest, etc.		167,090.57
Interest and Discount Collected but not Earned		15,004.51
Reserved for Undeclared Dividends		96,000.00
Deposits: Commercial	$23,507,628.10	
Correspondent Banks	7,621,894.28	
Time	7,837,753.93	
Public Funds	2,067,033.50	
Other Deposits, Certified & Cashier's Checks, etc	1,084,336.91	42,118,646.72
TOTAL		$45,072,860.01

Frost National Bank

SAN ANTONIO

SAFETY — COURTESY — PROMPTNESS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Valley Joins McAllen In Fourth of July Fete

M'ALLEN BEAUTY REVUE
Photos show Valley girls in feature of Fourth of July Celebration

Huge Parade, Other Events On Program

THE traditional Day of Days in the United States is the "Big Day" for McAllen on the Valley's fiesta calendar.

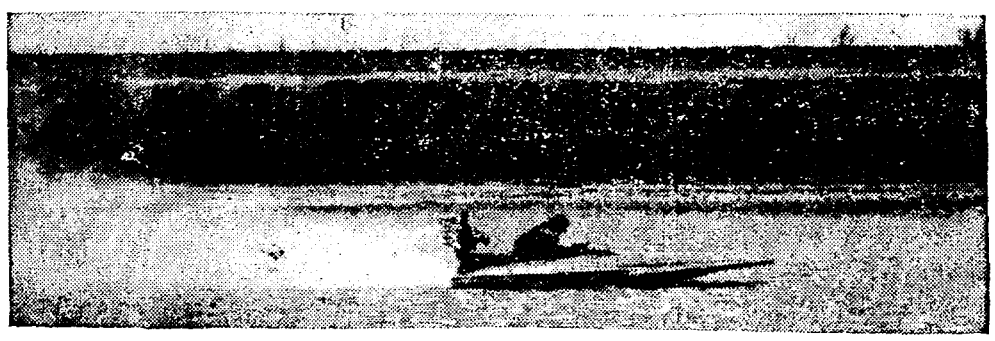
The entire Valley, from Rio Grande City to Port Isabel and Brownsville, joins with McAllen for Independence Day festivities.

A big parade is the central feature of the occasion, but other events vary, giving the event a touch of novelty each year.

American Legion posts take part in the big parade, some sending their drum and bugle corps.

Patriotic speeches, barbecues, and fireworks are highlights of the celebration, in addition to the bathing girl revue which attracts beautiful contestants representing various Valley cities and organizations.

Reynosa, across the Rio Grande, also provides special entertainment for the annual McAllen fiesta day. A gala bullfight, with all the fanfare and splendor of the bullfights of Old Spain, is featured. The best performers available in Mexico are usually brought to the border city for the occasion.



MOTORBOAT race on Brownsville Ship Channel

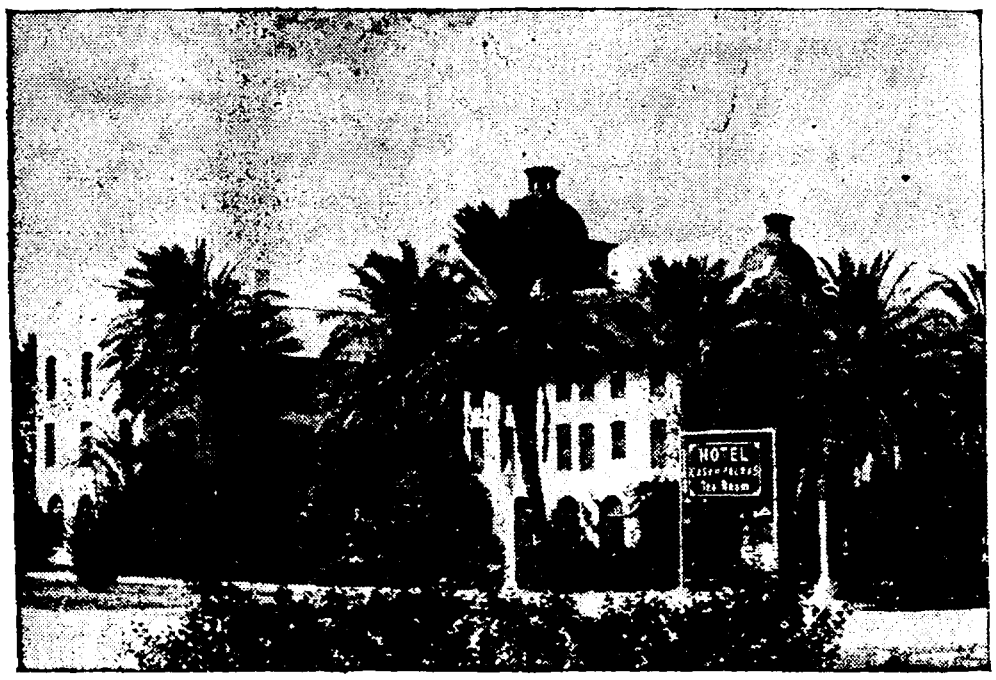
Casa de Palmas Hotel

The Lomax's . . . . . McAllen, Texas

Dedicated to Your Comfort and Pleasure

NO stone is left unturned to make your visit to the Lower Rio Grande Valley of Texas a pleasant one—if you are guests of the Casa de Palmas. That's why so many hundreds of regular winter visitors, oilmen, tourists, and others make it a point to stop at the Casa. We're proud of a reputation gained thusly and strive daily to keep the Casa de Palmas in its rightful place among the most pleasant and hospitable hotels in all the nation.

Inquiries concerning the Valley and the facilities of the Casa de Palmas are invited. COME TO THE VALLEY AND THE "CASA"—the Valley's most beautiful hotel.



Welcome—Garden Club Members: Our Best Wishes and Success of Your 1941 Convention

LOURDES SHRINE at Rio Grande City

Church Shrines Recall Valley's Pioneer Days

LOPENO SHRINE

Religious shrines, some 100 years old or older, abound in the Rio Grande Valley, reminders of spiritual trail blazing by early day church missionaries.

Besides several old churches — at Brownsville, Matamoros, Mier (opposite Roma, Texas) — there are roadside shrines, especially in the western portions of the Valley.

Best known, perhaps because most accessible, is the shrine to Our Lady of Lourdes at Rio Grande City. Although comparatively recent—built during the World War—it typifies the spirit of other shrines. on hills, on old ranches, and along some of the lateral undeveloped roads.

Replica of Famed Shrine

The Lourdes shrine is a replica of the famous shrine in France. It is located on the hill, to the right, as you approach the Starr county courthouse in Rio Grande city. The sanctuary is surrounded by an iron fence, and is approached through a park of flower beds and palm trees. In the grotto-like altar is a statue of the Virgin, with kneeling figures on either side. Bougainvillea climbs over the rock formations of the grotto structure.

On the ground, forming a unique pool, is a cement relief map of North America, with the great lakes, the Gulf of Mexico, the Atlantic and Pacific oceans outlined in water.

One At Lopeno

Another well known shrine is the ancient one of Lopeno, on the old Tigre ranch in Zapata county. It was erected by Silvestre Ramirez more than 100 years ago to Our Lady of Guadalupe, patron saint of Mexico. The shrine was erected over a well carved out of solid rock.

On the "Loma de la Cruz," two miles from Rio Grande City, is a large cross, erected in 1894 as a sign of gratitude by the ranchfolk for the heavy rains that came after a seven-year drought that devastated the region. The rains followed a pilgrimage up the hill from the surrounding ranches. Men, women and children climbed the hill on their knees and put up the cross. Every year the first fruits of the fields are carried up the hill and laid at the cross as an offering.

LARGEST LAND DEAL

The largest land transaction in Texas history took place in 1882 when Charles and John Farwell of Chicago obtained 3,000,000 acres in the Panhandle, in exchange for building the state capitol at Austin. The land was the site of the famous XIT ranch.

Our pride in Mission and the Lower Rio Grande Valley and progress of this section is akin to the pride we feel in our service to the public for more than 30 years. Together with our wish for the citrus industry's continued rise to prominence and prosperity, we pledge ourselves to provide Mission with a complete banking service of which it can be proud.

FIRST STATE BANK
And Trust Company
Mission, Texas

John H. Shary, President T. M. Melden, Vice-President
L. R. Lehman, Cashier
Member Federal Deposit Insurance Corp.

A PLEDGE RENEWED

The First National Bank has pledged itself to a program of advancement and progress . . . and it is proud of the fact that it has kept abreast of Mission and community development. The recent completion of our beautiful new bank building, one of the most modern in the state, clearly indicates the manner in which this bank strives to serve its community. We maintain for our customers complete banking facilities, and if we profess just a little pride in our record of the years, we feel certain our friends will regard it as pardonable.

• LLOYD BENTSEN, Pres.
• L. A. BUESCHER, Active Vice-Pres..
• W. O. BROWN, Cashier

FIRST NATIONAL BANK
OF MISSION
Member Federal Reserve Bak and Federal Deposit Insurance Corp.

QUAIL (Above)
JAVELINA (Left)
DUCKS

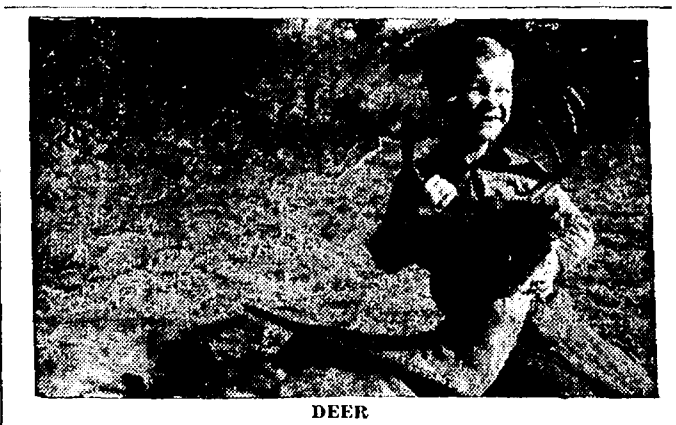
COYOTE

Valley Offers Wide Choice Of Hunting

Bounded on one side by the Gulf of Mexico and on three sides by extensive ranchlands, the Lower Rio Grande Valley is so situated that it offers to the hunter a wide variety of game during the entire hunting season.

On the American side of the Rio Grande there is excellent hunting for the famed white-winged dove, for mourning doves, quail, ducks, geese, chachalacas, deer, coyotes, javelinas, and in some places turkey

And just across the Rio Grande, in the huge ranches to the south, may be found some of the finest deer hunting any place, in addition to such big game as jaugar, mountain lions, and bobcats. The Northeastern coast of Mexico also boasts excellent duck and goose hunting.



DEER

Streets Named For Early Day Settlers Of Valley

Names of some of Brownsville's main streets today recall the Valley's early days when the famous Stillman family fortune was founded on transportation and trading ventures, was established.

As early as 1828, on the register of the S.S. Albion, from New Orleans, en route to Matamoros, appeared the names of Francis Stillman and his son, Charles, 17.

Francis Stillman, merchant, ran a line of schooners from Matamoros to the West Indies. He died in 1838.

Charles continued his father's mercantile business in Matamoros. After 1848 he became associated with Richard King and Mifflin Kenedy in the purchase of Gen. Zachary Taylor's transport boats. These became the nucleus for the Rio Grande steamboat line between Brazos Santiago and Ringgold. They also established a steamboat line from Matamoros to New York.

Stillman in 1846 bought title to the land which is now Brownsville and part of Fort Brown. He established the Brownsville-Matamoros ferry, built the first brick house in Brownsville, and laid out the townsite of Brownsville.

The main street in the new town was named Elizabeth Street for Elizabeth Goodrich, the bride of Charles Stillman.

St. Francis was named for Francis Stillman.

St. Charles was named after Charles Stillman.

ALAMO FREIGHT

LINES

Serving the Valley from San Antonio, Houston, Corpus Christi and El Paso, with connections from all points in California.

VALLEY OFFICES

Harlingen, hone 412 McAllen, Phone 1133

Welcome To..

BROWNSVILLE

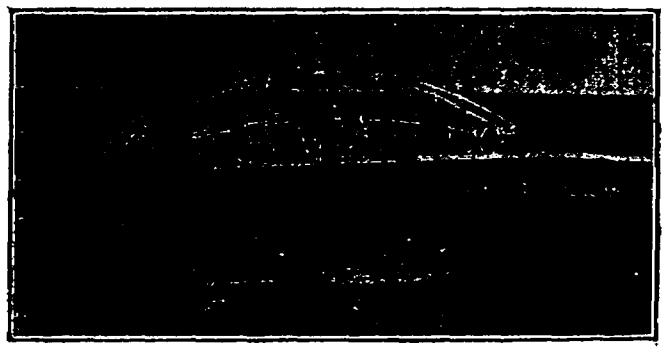
Come and Be One of Us in the Gay Celebration

Charro Days

Feb. 20-21-22-23, 1941

PALM COURTS

214 W. Jefferson
BROWNSVILLE



The "Gateway Bridge"

When visiting Old Mexico take the Silver Span across the Rio Grande

The Rio Grande Gateway Bridge Corporation

G. W. DENNETT, General Manager

Brownsville, Texas

Polo, Tennis, Archery Softball On Valley Sports Slate

VALLEY CLIMATE FAVORS ALL SPORTS

Pictured above are athletic activities in the Lower Rio Grande Valley, where mild temperatures permit year-round outdoors events.

S. H. Kress Co.

On Elizabeth Street in Brownsville

5 - 10 - 25c Store

Make Kress' your Headquarters

Out of The Past . . .

Charro Days

ROMANTIC!
COLORFUL!
JOYOUS!

Into the Present . . .

OUR SERVICE

EASE!
COMFORT!
LUXURY!

OUR DINING ROOM
Is a Valley-Wide Attraction

Moderate Prices

— HOTEL —

STONEWALL-JACKSON

SAN BENITO

Wake Up and Live!

COME — Spend the perfect vacation in the Rio Grande Valley. Sunshine and flowers, with world's finest fishing, hunting, golf and every outdoor sport. . . .

The State Convention of Garden Clubs affords you an excellent opportunity to see the Valley at its best. Make your plans now to attend the convention, and stay over for a real vacation.

La Cabana!

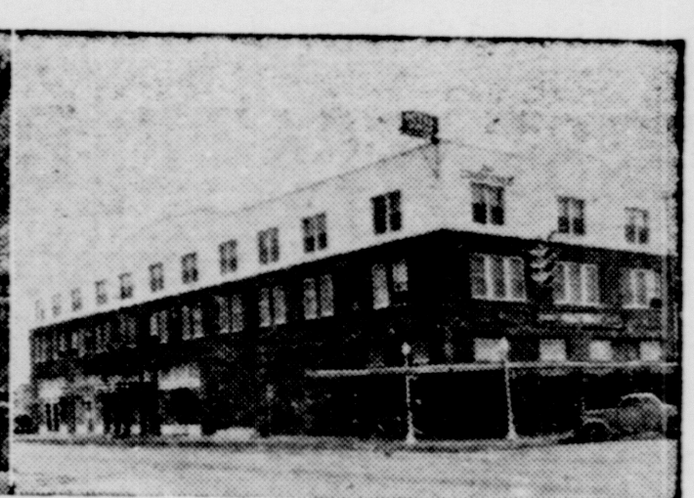
The one bright spot of the Valley. Rendezvous of the smart set of all ages. Perfect dance floor, colorful entertainment and delicious beverages. Package store off the lobby. Madison Hotel.

Hosts to the Rio Grande Valley

In the heart of this great winter vacation land are three of the Valley's finest hotels—The Madison at Harlingen; the Cortez, at Weslaco, and the Donna at Donna . . . Each is modern in every way, with alert service, yet a homelike atmosphere. Rates start at $1.50. Coffee shops in conection.

THE CORTEZ—W. E. Le FON, Manager

THE MADISON—W. J. Bryan, Manager



THE DONNA—E. DEE, Manager

Victoria Road To Provide Mountain Drives

Scenic Loop Short Ride From Valley

SCENIC mountain drives — the one major type of natural attraction this region lacks — will be within a half day's motoring from the Valley via the Matamoros-Victoria highway.

That construction of a paved road from the Valley to Victoria, capital of Tamaulipas state, will soon be a reality has been indicated by the Mexican government, eager to multiply its tourist trade.

Grading Under Way

Grading of the highway and building of culverts is now under way, with more than half the distance prepared for topping.

The road will provide a scenic loop from Brownsville to Victoria to Monterrey to Laredo, for those who might not wish to travel deeper into the interior of Mexico.

Picturesque communities — Jimenez, San Fernando, Padilla, chockful of historical monuments—plus beautiful mountain streams like the Purificacion and the Conchos are among the attractions the route offers.

Old Palace

At Jimenez, for instance, is the 300-year-old palace of the Conde de Sierra Gorda, one of the early explorers of New Spain, and a 150-year-old church.

Sharp changes in vegetation greet the motorist on a drive from the border to Victoria. Every variety of tree, from the fir of the north, to the lush vegetation of the tropics, can be encountered.

Victoria itself, nestled in the mountains, has a climate which remains temperate the year around.

Fort Brown, Brownsville, was named for Major Jacob Brown, who died in defense of the original fortifications of earthworks, which are still standing.

OLD MEXICO
Market Scene

Rio Hondo Got Name As Contest Result

Rio Hondo got its name from Mrs. J. R. George, who won a contest conducted by the developers, E. H. Smith and Rev. William H. Morrison.

The brushland — 1,000 acres of it — was bought from the late Col. Sam Robertson. The tract was carved out of the area on the Arroyo Colorado, about nine miles north of San Benito.

A. Tamm, Harlingen engineer, laid out the townsite.

Rio Hondo was incorporated in 1927. J. P. Johnson was elected first mayor that year.

Old Mexico and Romance In Easy Reach Of Valley

OLD MEXICO is just a stone's throw from the Valley.

Matamoros, Reynosa, Rio Rico, among other border points on the south side of the Rio Grande, offer the visitor a charming excursion into a different world.

There are several routes to the interior, and one of the best and quickest is via Pan American Airways.

Although not the same as a trip deep into the interior of Old Mexico, a visit to the border towns and surrounding territory is the next best thing for those who have not the time for the longer journey.

The towns on the border provide a good taste of Old Mexico, ranging from game dinners, romantic music, charming old buildings and winding streets, to things that can be brought home—curios of all kinds, fine examples of Mexican handicraft, imported liquors, perfumes and a variety of food products.

Points of historic interest, like the old Teatro Reforma and the old cathedral in Matamoros. The theatre was designed by the ill-fated Carlota during her reign as empress of Mexico.

The market squares, teeming with products from all over the republic; the varied types of men, women and children in native costumes, many exotic plants and decorations in the patios, are among the attractions that make Old Mexico of the Valley a worthwhile stop on a trip to this section.

'City Beautiful' Once Goat Ranch

Originally a goat ranch, San Benito has become one of the Valley's beauty spots, a monument to efforts of early developers.

The community was known as "Bessie" until the coming of the railroad in 1904. The new townsite was named San Benito after Benito Hicks, a Valley pioneer.

The late Col. Sam Robertson and Alba Heywood were credited with creation of the modern community.

Col. Robertson and his brother, Frank S. Robertson, for years manager of the irrigation district, were associated in building the first railroad to the Valley.

San Benito is known as "The Resaca City" for the palm-lined lagoon that cuts through the center of the community. A resaca in the Valley is a temporary river bed which becomes a lagoon in an overflow of the Rio Grande. The San Benito resaca was converted into the main canal.

Livestock Show Is Novel Event

Novel among Lower Rio Grande Valley celebrations is the annual livestock show at Mercedes.

The 1941 show will be held March 20, 21 and 22.

This newcomer in Valley festivals records the progress of livestock raising in this section.

Following the successful 1940 show, which attracted crowds from all parts of the Valley, the Mercedes chamber of commerce decided to establish permanent headquarters for the exposition.

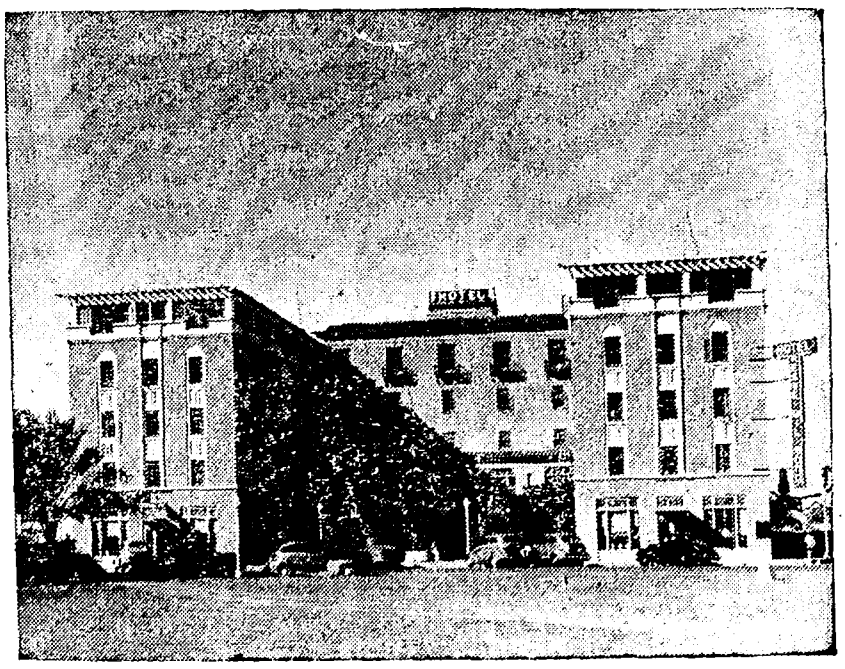
A building and lots acquired for this purpose serve also for the Mercedes livestock sales yard. A large sales pavilion, pens, yardage facilities, are provided for handling 1,000 or more animals.

Although the exposition itself — featuring prize cattle, hogs, sheep, poultry of Valley farmers—is the main part of the show, there are numerous other attractions to make the three-day celebration a noteworthy one among Valley festivals.

Headquarters for the Garden Club

Dine—and Enoy It
at the
Reese-Wil-Mond
Dining Room
and Coffee Shop!

Well-chosen menus, and perfect cooking, in an environment of cheer and comfort, combined with attentive service, make the Reese-Wil-Mond the most popular eating place in the Rio Grande Valley!



You'll Enjoy Your Visit in the Magic Valley all the More if you are Registered at the--

Reese-Wil-Mond Hotel

200 ROOMS HARLINGEN, TEXAS 200 BATHS

Valley Gulf, Bay, Channel Fine For Boating

SAILS SWELL in Lower Rio Grande Valley Breeze

Reception Is Excellent On Valley Radios

Radio reception is excellent in the Rio Grande Valley.

Atmospheric conditions which make this section ideal for aviation also permit a wide range of selectivity, even on the less elaborate sets.

In the Valley itself are located several radio stations, and programs include some of the best features of the national networks.

Largest

Largest station in the Valley (on the American side) is KRGV at Weslaco, a 1,000-watt broadcaster with full daily schedules. The station itself is located in a picturesque setting, the towers, visible from the highway, rising from a palm-circled grapefruit grove.

A scenic spot on the highway near Brownsville is the handsomely landscaped building which houses Station KGFI. This station, with 250-watt power, features, among other things, regular programs of Mexican music.

On the Mexican side of the Rio Grande Valley, three radio stations operate regularly, including EAW and XEAZ at Reynosa and XEAM at Matamoros.

Mexico Stations

Mexico City stations come into the Valley with crystal clearness throughout the day, on regular long-wave reception.

Most of the large Texas stations, in San Antonio, Houston and Dallas, are heard regularly, in addition to many midwest, southern and western stations, providing NBC, CBS and Mutual programs.

Shortwave reception of European and South American broadcasters is especially good in the Valley, compared to other places in the state.

INGENIOUS PIONEER

Resourcefulness of early day developers in the Rio Grande Valley is recalled in the story of the boilers which the late John Closner bought for the sugar mills during the height of development of that industry in this section. Closner had the boiler shipped to Laredo by rail, plugged the holes, and floated it down the Rio Grande to San Juan.

STATION KRGV, WESLACO

Edcouch Growth Rapid Was Laid Out In 1926

W. E. Stewart of Tyler, head of a Kansas City land firm of that name, in 1919 sold to "homeseekers" the tracts of land which became the flourishing community of Edcouch.

Incidentally, the city of Weslaco, which in 1940 celebrated its 21st birthday, was named after Mr. Stewart's firm.

The Delta Development company, formed by Ed Couch and W. L. Forbes, laid out the townsite in 1926. Land was sold at auction. Two more tracts were added later. In 1926, only four families lived at Edcouch, which has become one of the leading agricultural centers of the Valley.

A replica of the world-famed grotto of Lourdes, France, is located at Hostyn community, near Schulenburg.

Valley Gets Films First

Lower Rio Grande Valley residents see the newest movies at the same time they are showing in New York, Los Angeles, and other metropolitan centers.

Sometimes Valley houses play late feature pictures even before they show in the big population centers.

A score or more first class motion picture houses give Valley movie fans a wide selection of films daily.

Besides the regular American movies seen throughout the country, Valley theatres present Spanish language films and Latin American stage shows.

Old Home Made From Last River Steamer

The old La Parge home, made from one of the last paddle-wheelers that plied the Rio Grande, is one of the historiial points of interest in Rio Grande City.

The home of Henry Clay Davis, around whose ranch home the city grew up, is also still in use.

Rio Grande City's old cemetery is picturesque, with its fenced-in graves, with Italian, French and Spanish names abounding, reminiscent of the early day settlers.

Starr county, of which Rio Grandy City is the county seat, was formed from Nueces county in 1848, and named after Dr. James Harper Starr, pioneer Texas surgeon and Indian fighter. He was secretary-treasurer of the Texas republic and postmaster general of the Confederacy.

'Dead Man' Grew As Raymondville

Raymondville, seat of Willacy county, was named for Edward Burleson Raymond, foreman of the southern portion of King ranch property known as El Sauz.

Originally the community which is now Raymondville was known as "El Muerto," (The Dead Man).

The city was cut off from the King ranch and subdivided in 1904 by the Kleberg Town and Improvement company, of which Robert J. Kleberg was president and general manager.

Raymondville was incorporated in 1912 and re-incorporated in 1916. Lamar Gill, whose family came to Texas from Mississippi, was the first mayor, and also manager of the first gin.

Willacy county was created in 1921, and the courthouse was built in 1922. Lamar Gill was the first county judge.

The area is the "onion capital" of the Valley, producing each year one of the nation's biggest crops of this vegetable.

In connection with the harvest, the Valley celebrates the famous "Onion Fiesta" annually.

Trough Spurred McAllen Growth

You wouldn't think it, to see the thriving city today, but a water trough started McAllen on its upward march.

The trough, erected in 1911 for the farmers in the McAllen territory to water their horses, is on display at the chamber of commerce park.

Named after John B. McAllen, who married the widow of John Young, an early settler of the Valley, the city was founded by William Briggs of California.

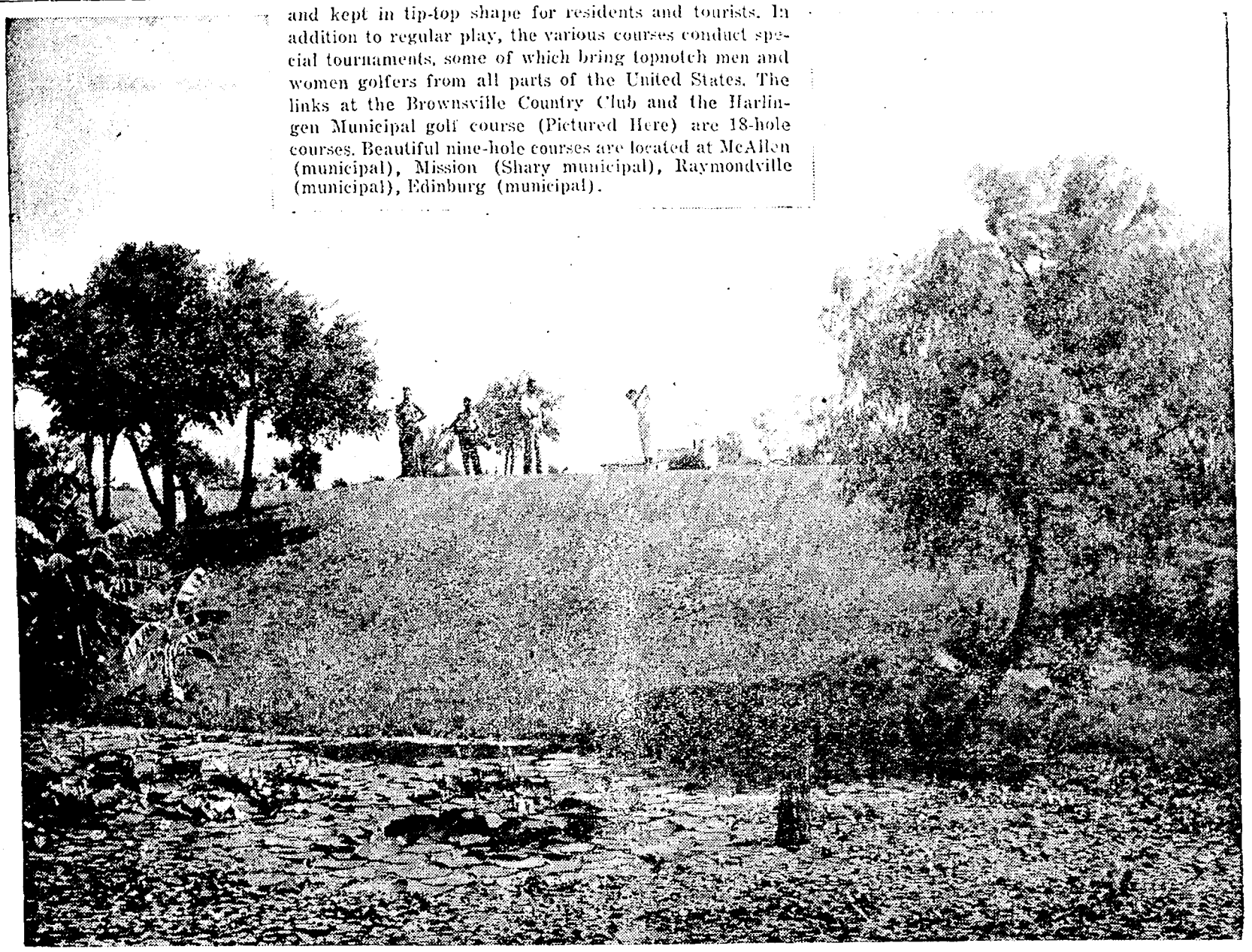
The development began in 1907 on an 80-acre townsite. The city was incorporated January 21, 1911.

McAllen is the metropolis of Hidalgo county, and has become a center of oil development. The city has established the first municipally-owned natural gas system in the Valley.

A Valley product not often mentioned is salt, found in the Salt Lake near Raymondville.

Golf--Year-Round in Valley

SPLENDID year-round golf courses—a half dozen of them—are available in the Lower Rio Grande Valley and kept in tip-top shape for residents and tourists. In addition to regular play, the various courses conduct special tournaments, some of which bring topnotch men and women golfers from all parts of the United States. The links at the Brownsville Country Club and the Harlingen Municipal golf course (Pictured Here) are 18-hole courses. Beautiful nine-hole courses are located at McAllen (municipal), Mission (Shary municipal), Raymondville (municipal), Edinburg (municipal).



New Airplanes $999 Up
Used Planes—Also
Repair Service

Mauldin Aircraft

Aerial Photos
Charter Flights
Sight-Seeing Flights

LEARN TO FLY!

Government Approved School No. 1039

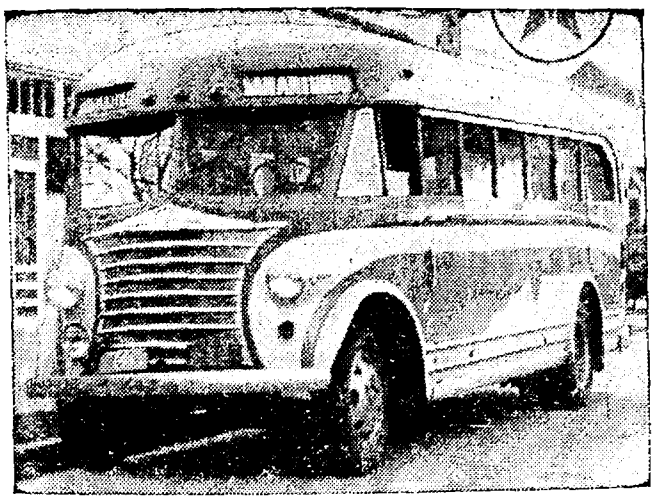
New Waco Military Trainer — PT-14 Used for Advanced Students.

Co-operating with the National Defense Program, the Waco Aircraft Company is devoting over 80 per cent of its capacity toward construction of the Type PT-14, especially designed for civilian training under the rigid specifications of the Civil Aeronautics Administration. 21 planes are turned out each week in the modern plant by the company at Troy, Ohio. Mauldin Aircraft is agent for the company in this territory. In addition to military planes custom-built cabin ships are built for private owners.

Young men, 19 to 26, with one year's college education, if now attending, or two years if not now attending, are now eligible to learn flying, under the Civil Aeronautics Authority. The government pays your tuition. Graduates are given Private Pilot License. Ground work and dual and solo instruction in actual flying.

Brownsville-San Benito Highway, 2 Miles N. of Brownsville

Les Mauldin, Vice-Consul de Nicaragua



UNION BUS LINES

Fast — Frequent Service — Safe

The Ideal, Economical, Enjoyable Way To Travel

Members of the Garden Club in All Parts of Texas will find it convenient to use Union service direct, or by connecting lines. Shortest route between all Valley Points and San Antonio. Fast, frequent service.

UNION BUS LINES

General Offices, San Antonio, Texas

Valley Scenic Spots Available For Year-Round Recreation

VALLEY LAKES, canals, lagoons, the Laguna Madre bay, the Gulf of Mexico, the Brownsville ship channel are available the year round. Water sports are a favorite form of recreation. This young miss is starting an outboard motor for a cruise up Lake Olmito. She places the starting rope . . . winds it . . . gives it a tree-mendous yank . . . and she's off.

PICNICS are fun almost any month in the year in the Lower Rio Grande Valley sunshine. A shade tree beside a resaca (lagoon) makes an ideal outing spot. And when Valley watermelon time comes around. . . well, this little lady at the left tells the story.

FIRST MAP

First map of the Texas coast was made by members of the expedition of Alonso Alvarez de Pineda, Spanish explorer, who sailed in 1519 hunting a direct western route to India and China. His expedition sailed to the mouth of the Rio Grande, making the Valley region the second touched by Europeans in what is now the United States. Ponce de Leon landed in Florida in 1513.

Visit . . .

PIRTLE'S CACTUS GARDENS

This collection was started as a hobby 10 years ago and has gradually been built up to 1500 species and covers some 3 acres. Plants are collected from all parts of the world and include rare and unusual specimens.

Admission price 10c. Money refunded if not satisfied.

Surplus specimens in seedlings, mature cuttings and mature plants for sale at wholesale and retail. Assortments of miniature gardens at reasonable prices.

From Edinburg—East 3 miles to sign on left; then south 2½ miles to sign at intersection.

From Highway 281—Midway between San Juan and Alamo, sign across railroad on Morningside road—turn north to sign at intersection.

Salt-Resisting Trees Planted

The Valley's highways close to the seashore, and traditionally bare of vegetation, may soon be thick with trees and vines.

Experiments being conducted by the state Highway department, in connection with highway beautification, have shown that a number of "salt-resistant" plants will do well in this section.

The "salt-resistant" plant is one which prefers salt water.

Some of these plants and trees are highly ornamental.

The Australian pine, used extensively in Florida, is now being tried in the Valley on the Boca Chica highway. This is a sturdy tree, which grows fast and can withstand high winds.

Another good-looking salt-resister is the sea grape, which in addition to looks, also produces gruit good for making jelly.

The program calls for planting of many mangroves. These trees are planted right in the water, along the coast line. They have been found useful in checking shoreline erosion.

THE MERCEDES HOTEL

In the Center of the Magic Valley

You are invited to make this hotel your home while in the Rio Grande Valley

The Homiest and the Friendliest Personnel

R. J. THOMAS, Manager — Mercedes, Texas

DO YOU LIKE TO

Fish For

- ☐ Bass
- ☐ Perch
- ☐ Trout
- ☐ Pike
- ☐ Redfish
- ☐ Tarpon
- ☐ Mackerel

or

Hunt For

- ☐ Ducks
- ☐ Quail
- ☐ Doves
- ☐ Whitewings
- ☐ Geese
- ☐ Wild Turkey
- ☐ Deer

or

- ☐ Boating
- ☐ Sailing
- ☐ Beach
- ☐ Bathing

NOTE

If You Have Checked Ten of These You Had Better

SPEND YOUR WINTER

In

Brownsville, Texas

Brownsville is prepared to offer you one of the most attractive places in which to spend the winter—Ample hotel facilities — Trailer Camps — Tourist Courts—Beach Cottages.

It is economical to live in Brownsville, and just across the river your dollar is worth 5 to 1, in Old Mexico.

For further details or reservations write

BROWNSVILLE CHAMBER OF COMMERCE

BROWNSVILLE, TEXAS

Average Winter Temperature 63 deg.

How About

- ☐ Oranges
- ☐ Grapefruit
- ☐ Tangerines
- ☐ Papayas
- ☐ Mangos
- ☐ Winter-vegetables
- ☐ Seafood

Do You Play

- ☐ Golf
- ☐ Tennis

Driving

- ☐ Tropical Flowers
- ☐ Palms
- ☐ Battlefields
- ☐ Gulf Beach

and

Mexico

- ☐ Food
- ☐ Flowers
- ☐ Low Prices
- ☐ Dancing

Nation's Anglers Flock To Valley Fish Rodeos

SAILFISH, MARLIN, TARPON
Photos Show Fish Caught At Isabel Rodeo

TARPON RODEO at mouth of Rio Grande

* * * * *

Valley's Youth Plane Conscious

Plane - conscious, the Valley's young people are taking to flying like ducks to water.

Schools maintained by the Civil Aeronautics Authority for the last year or so have been signed up to capacity, and there is always a waiting list.

More than 80 persons have been graduated in CAA classes conducted at Brownsville and McAllen and new classes are now being organized.

Among the trainees, instructors report, are many college men as well as several young women.

This trend is also reflected in rising business for the commercial airlines in the Valley, which are looking forward to the best year in their history during 1941.

Three large glass factories are located in Texas.

Tarp Roundup At Rio, Game Fish At Isabel

Red letter days for salt water anglers in the Valley — and for scores who come from distant points to join in the fun—are the annual fishing rodeos.

One, a shore-fishing tarpon rodeo is held, usually in April, at the mouth of the Rio Grande, and is sponsored by Brownsville fishermen, headed by J. Hurt Batsell, veteran angler.

The other rodeo—which is wider in scope, including big game fishing—takes place at Port Isabel, in August or September, depending on weather and fishing conditions.

World-famous sportsmen are among the participants in these events each year.

The Port Isabel rodeo, which includes all types of fishing from weakfish to the hard-fighting sailfish, is a gala event with large boats cruising the Gulf for days. Parties in smaller boats hunt the waters for tarpon, and still other fishermen and fisherwomen — for the ladies are also represented by some expert wielders of rod and reel —cast from piers.

Scores of men and women annually take part in the rodeo at the mouth of the Rio Grande, lining the shores on both the Mexican and American sides of the boundary river in the quest for elusive silver kings. All the fishing for this event is done from shore. Free bait is provided. All the contestant needs is his own tackle, and the will to fish.

I Ain't Mad At Nobody

and

For the Best of Fine Foods

——Go To——

Gaston's Chickadee

Chickadee, Texas

(P. S.: McAllen Is One Mile West of Chickadee.)

To the Garden Spot of Texas

The National Bank of Commerce, of San Antonio, salutes the "Garden Spot of Texas!" The Bougainvillea Trail is only one of the many attributes which contributes to the wide fame of the Lower Rio Grande Valley.

The best citrus fruit grown anywhere comes from the Valley; the Valley ships winter vegetables while much of the nation is snowbound; cotton, canning, oil, deep water shipping and mercantile activities all contribute to its wealth.

Flowers, shrubs and vines bloom in profusion, public improvements have been carried forward on a magnificent scale, cultural activities flourish and beautiful homes are found throughout the Valley.

The National Bank of Commerce is proud of its close relationship with the Valley through the many fine banking institutions located there. Our dealings with the capable men who manage and direct the affairs of these banks is most cordial.

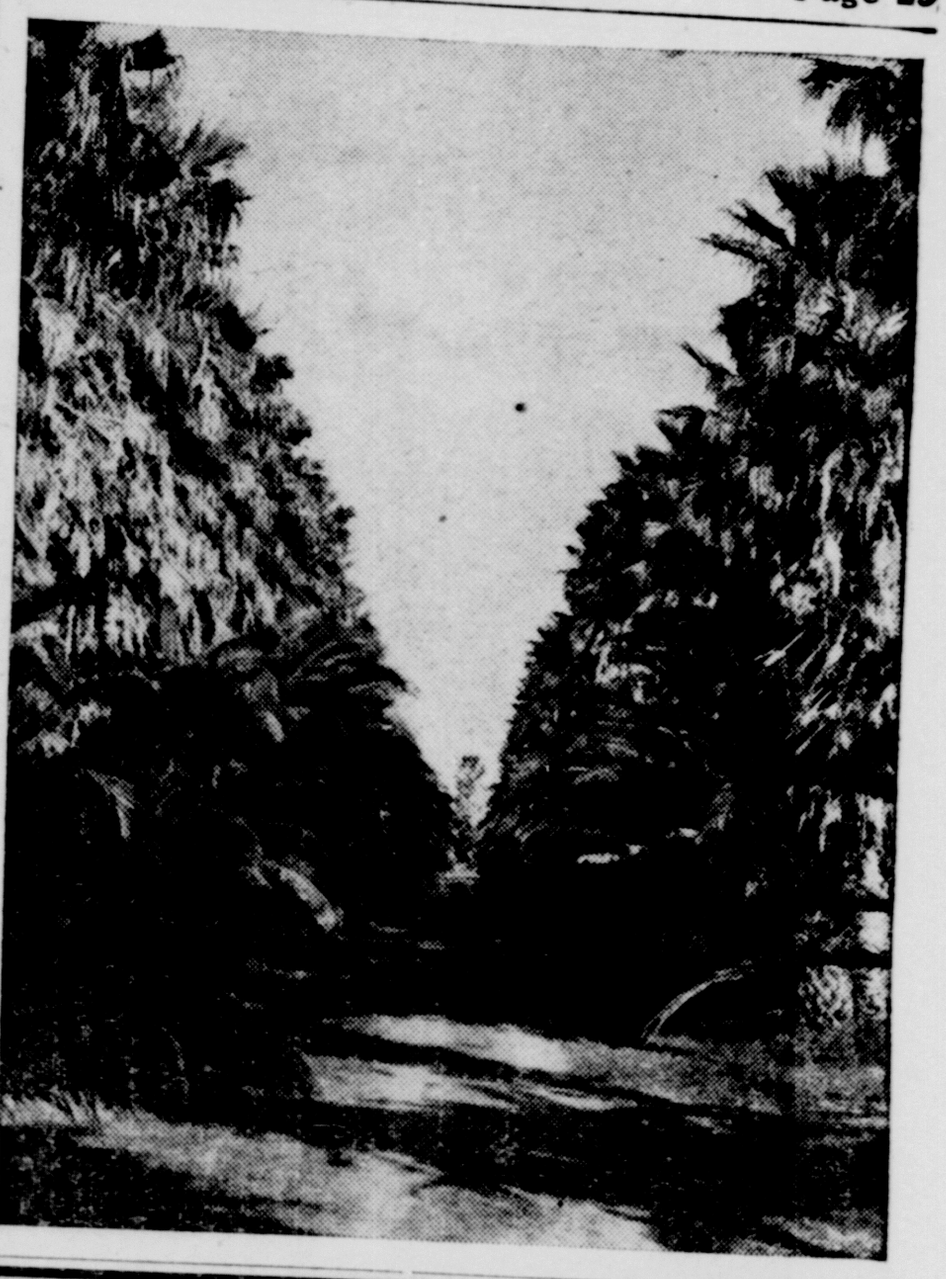
Confident of the future of the Rio Grande Valley, its towns and its people, we look forward to continued cooperation with its varied interests—through the local banks.

National
BANK OF COMMERCE
of San Antonio

Established in 1903 Dependable thru the Years

TOTAL RESOURCES OVER 27 MILLION

Scenic Bridle Paths, Hike Trails



Valley Outdoors Appeal

NATURAL BEAUTY is within a few minutes of any home in the Lower Rio Grande Valley. The mild winters and temperate year-round temperature keeps the outdoor lure alive throughout the year. Besides the many spots for picnics, there are numerous side-roads, off the main-travelled highways that are ideal for hiking, for horse-back riding, for study of vegetation.

A Valley resident ready for a jaunt is seen above in Mexican "Charra" costume. One of the many beautiful paths is pictured at the right.

Special Tourist Play Facilities Available

Recreation facilities for winter visitors have been provided in practically every Lower Rio Grande Valley community.

Besides parks, scenic drives, picnic grounds and beach resorts, the Valley provides other play facilities right in town.

Games

Under sponsorship of chambers of commerce in most instances, shuffleboard and horseshoe courts, badminton courts, table tennis equipment, dart games, card tables, domino, chess and checker equipment, and numerous other games have been provided.

Parties

In addition, most chambers of commerce conduct regular parties for winter visitors, at which valuable social contacts and many lasting friendships are established.

Guided tours over the Valley and to Mexican border cities and special excursions into the interior of Mexico are also available.

Valley May Develop Farming Of Oysters

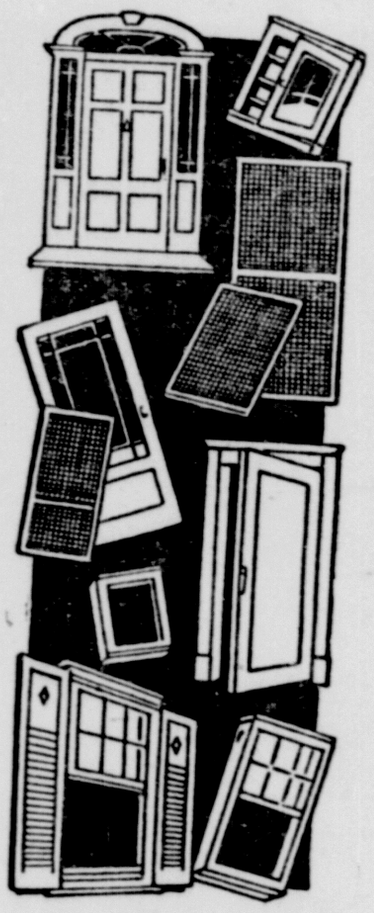
An industry still in its infancy but with possibilities in the Valley, according to experts, is the farming of oysters.

Cultivation of the bivalves has been conducted on an experimental basis in the Laguna Madre off Brazos Island.

It takes about two years to develop a crop of oysters. The young ones are transplanted in water two to five feet deep.

Each oyster lays 3,000,000 to 10,000,000 eggs.

Langford's Midget Mill



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Investigate the Low Cost Today Exclusive Valley Distributors
GRINDLE SALES COMPANY Harlingen Texas

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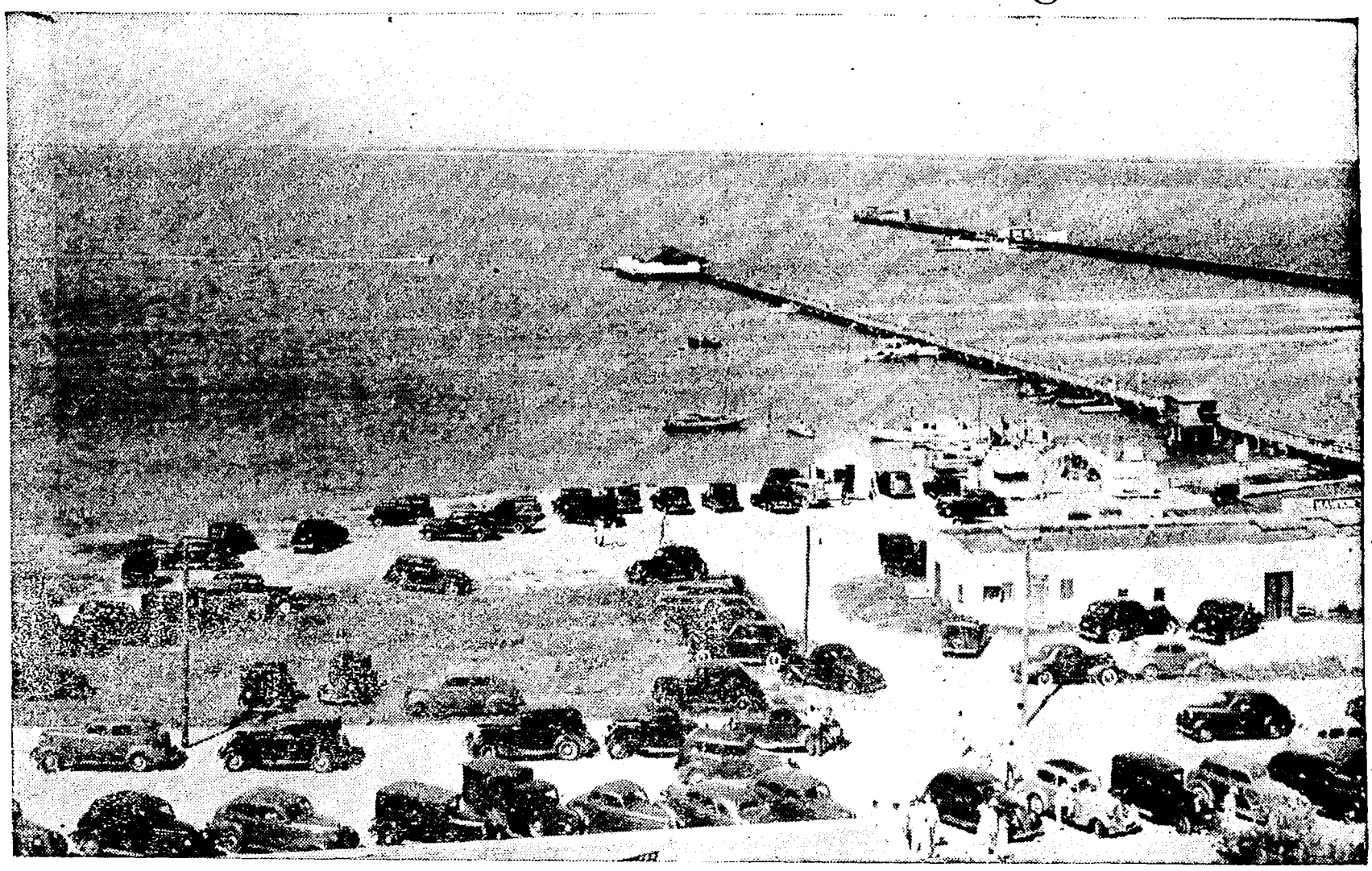
- HUARACHES —handwoven
- POTTERY
- CACTUS-FIBRE LUNCHEON SETS
- MEXICAN CANDIES

1311 Highway, McAllen

Gulf and Bay Water Sports Popular in Valley

One of Favorite Spots for Recreation In Lower Rio Grande Valley Is Port Isabel. Boat and Pleasure Piers Pictured Below During One of Port Isabel Yacht Club Regattas



Houston's "Bank of Courtesy" extends its greetings and congratulations to the progress-minded people of the Valley

The NATIONAL BANK OF COMMERCE
Gulf Building Houston

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

LORENZO GARZA PERFORMING AT BULLFIGHT IN MATAMOROS

Border Rings Bring Noted Matadors

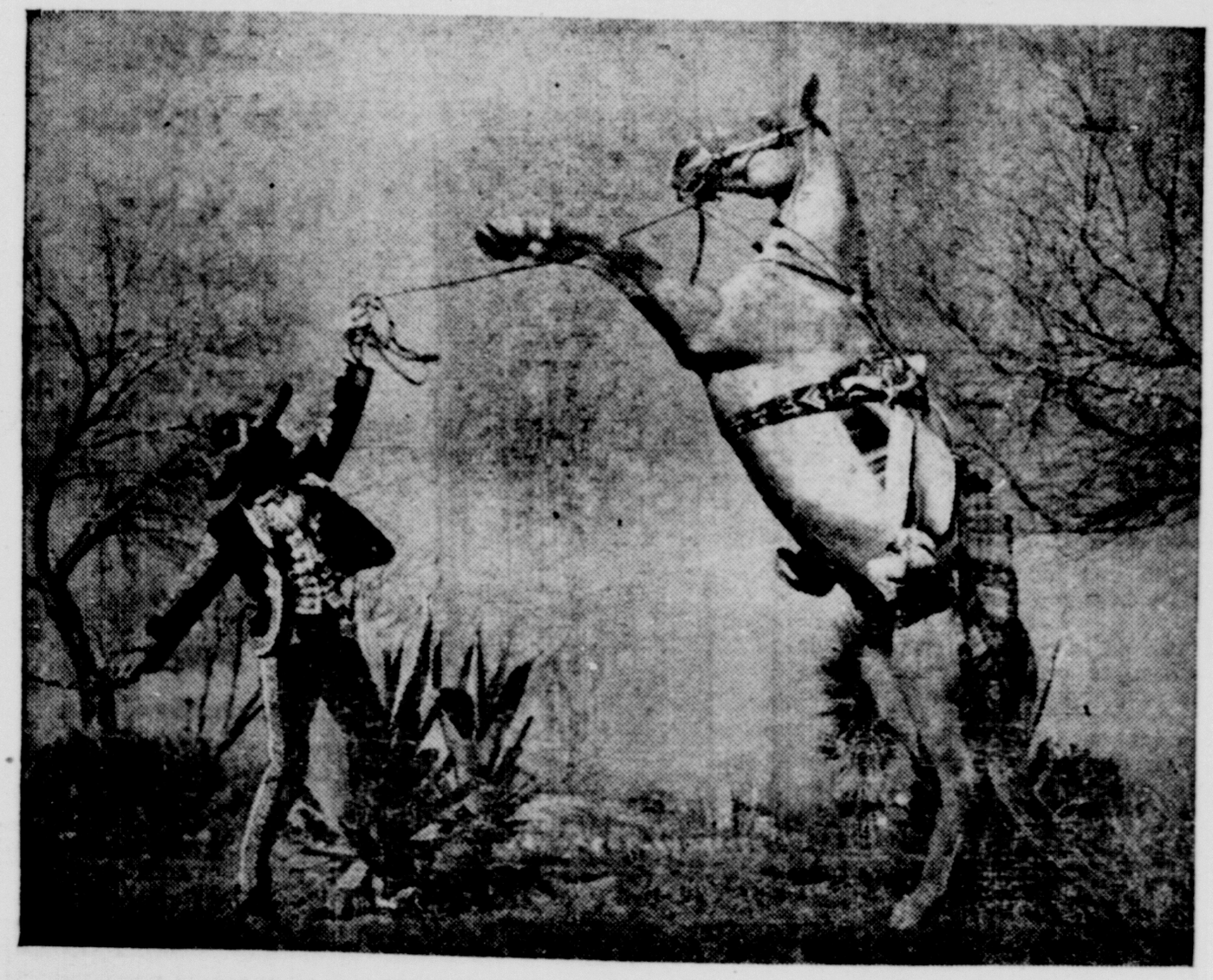
ONE of the big attractions for the thousands of visitors who come to the Lower Rio Grande Valley each year is the opportunity of seeing a real bull fight.

Excellent bullfight rings have been operating at Matamoros and Reynosa, the two principal border towns in the Valley sections. The ypresent bullfight cards during various months of the year, with especially elaborate performances on fiesta days.

Many of the leading bullfighters of the world have performed in the border rings, and the topnotchers in the profession are frequently booked. Rodolfo Gaona, who was known as "the father of Mexican bullfighting" has appeared in the Matamoros ring. So have Juan Silveti, Lorenzo Garza, and a host of other first-rate matadors.

During recent months, Conchita Cintron, the world-famous feminine bullfighter, performed in the Matamoros ring.

Among famous persons in the Valley during the 19th century were Ulysses S. Grant, Robert E. Lee, Zachary Taylor, and Philip H. Sheridan. All were guests at the Miller hotel, Brownsville, and at other points in the Valley.



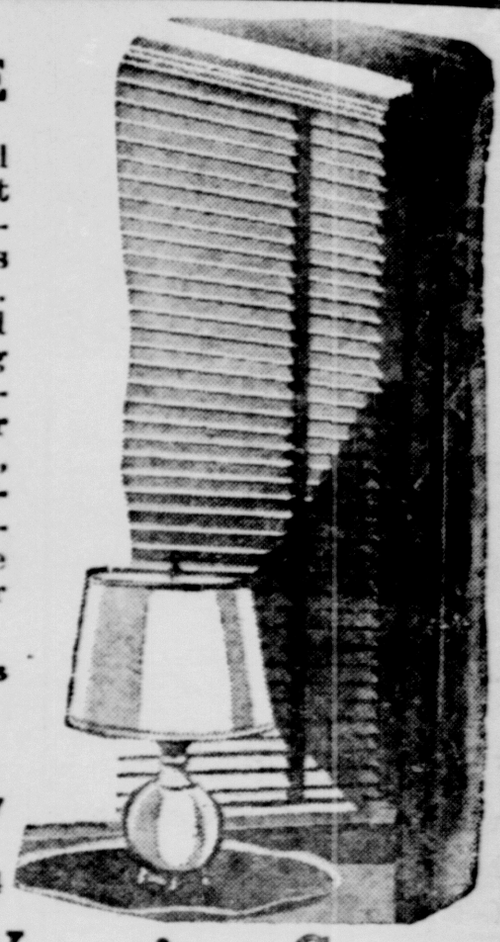
THE EQUESTRIAN ART is as old as civilization along the border, both on the United States and Mexico sides of the Rio Grande. Through years of ranching activities in Texas and northern Mexico, men on horseback have become a permanent part of the frontier picture. No Lower Rio Grande Valley fiesta is complete without trick riding, performing horses, mounted parades, and a host of other related activities. Here we see a Charro, colorful Mexican horseman, putting his mount through its paces.

ELEGANCE

Venetian Blinds will give your home that added look of distinction—from within as well as from without. Those who have tried them in their living rooms have soon insisted upon them for the entire house. You, too, will find Venitian Blinds indispensable once you have tried them in your home.

Custom Built Floors of Inlaid Linoleum

From McAllen, Phone 1067
From Harlingen, Phone 454



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A VALLEY INSTITUTION

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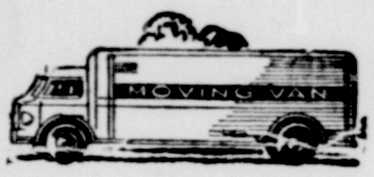
McALLEN MOVING and TRANSFER CO.

Local and Long Distance Moving

Select your Mover with the same care that you use in selecting your furniture.



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KENNETH L. ALLEY

Manager

Phone 241 101 N. 20th St. McAllen

AN INSTITUTION BUILT UPON SERVICE!

The City State Bank & Trust Company was founded and its growth has been built upon SERVICE. And throughout the years, it has been with the thought of serving McAllen and the Upper Valley with a better banking service, that every City State transaction has been made.

And as he who serves best profits most, this bank has grown until today it enjoys the enviable reputation of being one of the largest and safest financial institutions in the Valley.

As the Valley continues to grow, we feel that we, too, shall grow because of the sincere service we shall always continue to offer the Valley.

City State Bank & Trust Company

McALLEN, TEXAS

THE VALLEY'S MOST PROGRESSIVE BANKING INSTITUTION

Coastal Waters Provide Variety of Fishing

Perch, Trout, Redfish Are Favorites

THE salt water angler can find some kind of fishing in coastal waters near Brownsville throughout the year, and the tarpon and king mackerel fishing are among the best to be found anywhere.

Winter fishing is a favorite in the Brownsville ship channel, where fine catches of trout, perch, and croaker are made during the winter season, fishing being best on cooler days.

Tarpon Abound

Tarpon fishing starts at the mouth of the Rio Grande in March, and continues into May, after which it becomes general in the pass at Brazos Santiago and elsewhere on the coast, the finest tarpon fishing being late in the summer and on into the fall.

Anglers snag king mackerel and Spanish mackerel in the Gulf, a short distance offshore, during the summer months, and fine red snapper on the banks, twenty miles offshore.

Sailfishing

Sailfishing, a newly discovered sport in this section, is the best on the Texas coast during the summer.

Jetty fishing and surf fishing for redfish, drum and others continues through a major part of the year, while the Laguna Madre near Port Isabel offers trout fishing during most of the summer.

Eighth Pass Is Paradise For Anglers

Easily reached from the Valley is a spot which has come to be known as "The Fishermen's Paradise."

It is the Eighth Pass, on the Mexican coast, about 110 miles south of Brownsville.

Anglers say it is the finest fishing spot on the North American coast for weakfist, snook, tarpon and other gamefish.

Tarpon may be caught any time of the year. In addition, there are channel bass, skipjacks, jackfish, black drum, Spanish mackerel.

Tremendous catches of big fish are made.

The Eighth Pass is one of the few places where an angler can cast from shore with an artificial lure and snag tarpon.

Special facilities for taking parties to the Eighth Pass are available in Brownsville.

STILLMAN HOME

Among the historical residences in the Valley is the old Charles Stillman home, 13th and Washington streets, Brownsville, which was later acquired by Manuel Trevino. It was the first brick house in the city, built by Mr. Stillman, Brownsville's founder.

Stillman built the structure for his bride, Elizabeth Goodrich.

VALLEY Jetty Fishing

Ship Channel Favorite Playground For Valley

Brownsville's ship channel has become a favorite playground for residents and tourists in the Lower Rio Grande Valley.

Just a few minutes from the center of town, the channel brings nearly all salt water sports practically right to town.

Throughout the year, and especially in winter, the edges of the channel are lined with anglers after trout, redfish, croaker, perch, pike and the huge jewfish.

Fishing Camps

From the yacht basin many pleasure boats, ranging from skiffs to handsome yachts, move out daily for cruises along the channel, either on all-day water picnics or fishing trips.

Further down the channel are several fishing camps, including the famous Happy Jack's, where tackle, bait and boats are available for channel trolling.

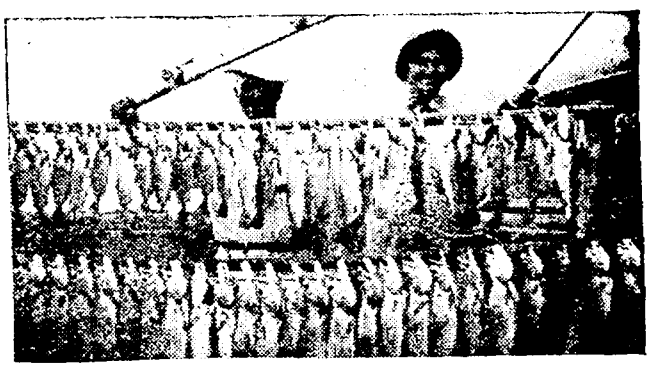
During the year the Rio Grande Yacht Club stages sailboat regattas and races on the channel and at Port Isabel.

Annual Boat Races

High spot of the year's boating activities is the celebrated Charro Days Regatta, which takes place during the annual border festival. This year the regatta and motor boat races will be held on February 23. The entry list includes such famed riders as Worth Boggeman, Gar Wood, Jr., Tom De Witt and Frank Vincent.

Numerous world's records have been set during the racing on the Brownsville channel.

Texas' first census by the federal government was taken in 1850.



DAY'S CATCH in Valley

STEAK & CHICKEN ... Dinners ..

John Q. Miller's success in the catering and entertainment field is not mere accident. Ever since the name of John Q. has become heard in the Valley it has been known for its popularity among discriminating people . . . . At Miller's Grill at Russeltown you will find the finest food—K. C. steer beef—the best service and the best entertainment.

MILLER'S GRILL

Russeltown — on the Brownsville Highway

Costumes

Charro Charra

China Poblana
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Hats and many attractive Souvenirs

RIO GRANDE IMPORTING CO.

Opposite Chamber of Commerce
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FIRST NATIONAL BANK....
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OFFICERS:

S. H. Collier, President;

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BEAUTIFY YOUR HOME
Inside and Out

In this large, modern store, you will find every item that you would expect to find for the home and garden. Our stocks are complete and include from the cheapest that is good to the best that money will buy... You will find your visit to our store both pleasant and profitable. You need not buy, for you will find our clerks courteous and obliging, even though you merely come in to browse about.

To members of the Garden Clubs we extend our heartiest congratulations upon their success in the plan for the beautification of the Lower Rio Grande Valley.

HAYES-SAMMONS

116 E. Tenth Street — Mission, Texas

Pro Baseball Teams Train In Valley

Spring training of professional baseball teams brings still another attraction for tourists in the Lower Rio Grande Valley.

The excellent climate and abundant sunshine during most of the winter and early Spring months, when most of the country is still chilled, have been discovered by the baseball men. As a result, more and more teams will be training in this sction.

Already definitely engaged for spring training in the Valley are three professional teams—two from the Texas league and one from the American Association, a team of the AA class.

The Toledo Mudhens of the American Association are training in 1941 in Harlingen.

The San Antonio Missions are training at San Benito.

The Fort Worth Panthers are training at Brownsville.

Development of a professional baseball league in the Valley—probably with a winter schedule—is one of the aims of sports fans in this section.

James Stillman, who later became a famous New York banker, was born in the Valley, at Brownsville. The old Stillman home, built in 1849, is still standing.

The federal courthouse in Texarkana is located on the state line and serves judicial districts in Texas and Arkansas.

A STEADY ROUND of social activity highlights community life in the Lower Rio Grande Valley. In every town there are clubs and other organizations to keep alive the friendliness and neighborly spirit that are characteristic of the Valley. Above is pictured one of the recreation centers, the Brownsville Country club, and to the left is a scene at the club's golf course.

Railroad Arrival Gives Valley First 'Big Push'

The Valley's real "big push" in the way of development dates from the coming of the first railroad to connect this section with out-of-the-Valley points.

Opening of the new route on July 4, 1904, by the St. Louis, Brownsville and Mexico railway, Missouri Pacific subsidiary, was a memorable occasion.

Train Recalled

Old-timers recall the departure and arrival of the first trains on a rainy day that found streets, then still unpaved, turned into mud puddles. Despite the downpour, a large crowd with a brass band, was on hand to give a sendoff to Train No. 1, bound for Corpus Christi. Engineer George W. Thomas was at the throttle and Arthur W. Moore, brother-in-law of Deputy Sheriff Frank Brown was fireman.

That same morning, Train No. 2 left Corpus Christi, with Engineer H. H. Kendall, Conductor George H. Heustes, and Fireman Billie Jordan.

First Shipment

The first commercial shipment to leave the Valley by rail was sent out by Milton H. Cross of Matamoros. It consisted of 52 bales of cotton and some cattle hides.

In March of the following year, the first straight car of Valley vegetables made a triumphal exit from the Valley to northern markets. It was a carload of onions, shipped by McDavitt Brothers of Brownsville.

As the Valley grew in population and production, need was felt for additional railway connections.

After years of negotiations and preparation, the Southern Pacific railroad's first train entered the Valley late in 1926, and the line to Brownsville was completed in 1927.

Approximately 80 miles of Southern Pacific mainline traverse the Valley. The Missouri Pacific has about 60 miles of mainline and approximately 300 miles of branch line to the numerous shipping points in the Valley.

Pharr Booms As 'Junction City'

Pharr has for years been the "crossroads" of the Valley, junction of the east-west "Valley Main Street" from Brownsville to Mission and the north-south highway to Edinburg and Falfurrias.

The townsite was donated, cleared and subdivided by John Connally Kelly, Sr., of Huntsville, Alabama.

Before Kelly came to this region, H. N. Pharr and a younger brother arrived in 1904 from New Iberia, Louisiana, and attempted to duplicate the sugar cane industry of their home region.

The irrigation canals which they abandoned later were used for watering citrus groves.

Pharr was incorporated on March 8, 1916, and has grown steadily since that time.

Freeport, Texas, leads all Gulf ports in sulphur shipments.

Trade Post Grew Up As City of San Juan

San Juan (St. John) was a tiny community by that name before the settlement of the Valley got going in a big way.

Among the first Americans to settle was R. L. Savage, who came in with the prospective sugar cane developers in 1904.

The community before then had been a favorite trading post for ranch and farm families who lived on both sides of the Rio Grande.

The Romance of BOUGAINVILLEA

The Bougainvillea Vine, with its gay tissue paper lanterns, is named for the dashing and adventurous Admiral Louis Antoine de Bougainville of France who, after a "spat" with his sweetheart, set sail to travel the then known world . . . And it took him three years! This was in 1766. Even then three years was a long time for a beautiful girl to wait. So when Bougainville returned to France, his girl had married some one else. But, what is more important to garden lovers, he brought back to civilization the gay little vine which today bears his name.

The Bougainvillea Trail, which is making such a wonderland of the Valley, is but one of the many attractions offered members of Garden Clubs of Texas to attend their annual convention to be held in the Valley.

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IN HOUSTON
A complete banking service to correspondents and their customers.
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GUESS WHAT'S GOOD!

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ICE CREAM

VALLEY DR. PEPPER BOTTLING CO., Inc.
BROWNSVILLE — McALLEN

Play, Rest Year Round at Valley Beach Resorts

Del Mar Has All Comforts On Surf Edge

WINTER and summer, spring and fall — the Lower Rio Grande Valley resident or visitor can play or rest on the splendid Gulf of Mexico beach the year 'round.

Low Cost

Low cost, ample accommodations, and pleasant informality make the Valley beach resorts particularly attractive.

Developed section of the beach near the mouth of the Rio Grande, known as Boca Chica, is the now famous Del Mar beach.

Del Mar Facilities

Del Mar has, in addition to the numerous sports of the surf and the five-mile stretch of beach — bathing, boating, fishing, surfboard riding—facilities for persons who wish to spend more than a day. Modern cottages at economical prices, with all modern conveniences, including hot and cold running water, electricity, gas, showers, telephone.

Del Mar also has a cafe, dining room, dance pavilion, bath house, post office, daily mail and school bus service.

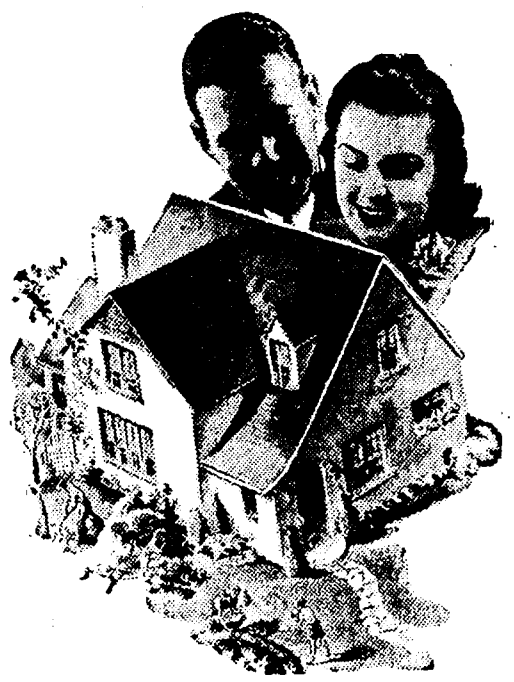
Within five minutes from Del Mar beach are the huge jetties jutting a mile into the Gulf of Mexico, with a floor making them into ideal recreation piers.

Port Isabel Resort

There is plenty of room on the beach for automobiles, where excursionists can spend the night in the open, camp and cook, or park trailers.

Port Isabel with its bay fishing, boating and swimming in the temperate waters of the Laguna Madre, is another resort spot of the Valley. Across the bay is historic and healthful Padre Island, quickly reached by boat. On the other side of the island is the Gulf of Mexico and its surf.

Merrymaking Crowds Enjoying Facilities Of Valley Beach Resort



Own the Home You Want!

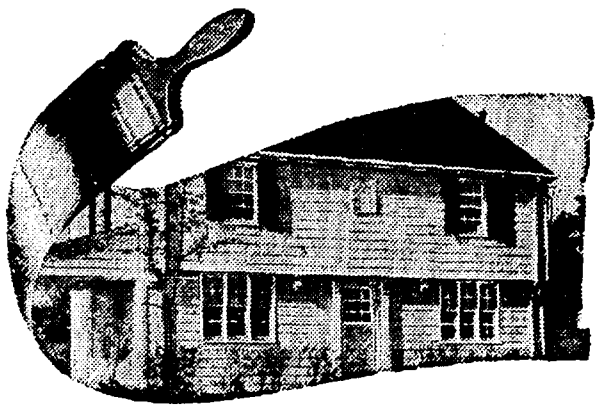
It's Easy! Come into our office and select the kind of home you want. We will help you prepare plans, select materials and even to secure a loan. It costs less than rent, and gives you greater comfort and happiness.

FRONTIER LUMBER CO.

147—10TH STREET PHONES 872 & 873

BROWNSVILLE, TEXAS

IT'S MAGIC



Paint will do wonders in making your home more attractive, whether applied to the exterior or to the living-room, bedrooms, kitchen or bath.

But there is a vast difference in paints, no matter how reputable the manufacturer may be. The peculiar climate of the Rio Grande Valley requires special preparation, because of the damp air and hot sun.

Val-Co Paints are made especially for this climate. They are scientifically prepared in our own laboratory to meet local conditions.

They are manufactured in our own modern factory, right here in Harlingen. This creates an important payroll and helps to pay the tax burden of this growing community.

No matter what your paint needs may be—we can prove the superiority of our quality products. Drop in and see our color samples and get our prices. It will be a pleasure to meet you.

VAL-CO PAINT CO.

Paints — Varnish — Enamels — Stains

1117 W. Harrison Street, Harlingen Phone 1304

CHARRO DAYS FIESTA

BROWNSVILLE, FEB. 20, 21, 22, 23

THE Charro Days Fiesta in Brownsville, Texas, is like no other fiesta held in the United States.

Started originally to recreate some of the color, romance, and picturesque customs of the old border, where the Latin-American and the Anglo-American meet, it has gone far beyond its original purpose.

It now furnishes thousands of visitors with one of the most colorful and spectacular entertainment festivals held in the nation. The charm of the fiesta is rooted in the fact that every one who comes to Brownsville takes part—becomes a Charro, or a China Poblana. Visitors from Indiana, New York, and other states quickly catch the fever when they move into the Charro Days atmosphere which permeates the city before the celebration opens. They immediately secure costumes and join right in with the home folks in putting on Charro Days.

Everyone wears a costume typical of some part of Latin America. The standard costumes are the Charro, or Mexican cowboy, for men; and the China Poblana for women. There are not only scores of variations on these costumes, but hundreds of other costumes in evidence during the fiesta, so that the big carnival looks like a mixing of the peoples of all Latin America.

The fiesta is one of song, dance, and merriment generally, and it is conducted entirely without the conventional coronations, royalty, etc., of the usual fair. At Charro Days every man is a king, every woman a queen.

Such features as a Mexican Village, an international rodeo with the best bronco busters of the two nations on hand, bull fight across the Rio Grande, strolling Mexican singers, band concerts, spectacular parades, one at night, and one with six thousand children taking part, costume balls, costume street dances, speedboat races and the ever present bearded men and costumed women are some of the many attractions the fiesta offers.

There is never a dull moment.

Those who have attended the fiesta are particularly charmed by the informality and good fellowship which prevails everywhere.

For Charro Days is truly a fiesta for everyone. And remember—"A Charro Never Sleeps!"

Come and be gay with us—40,000 people in costume, 8.000 Bearded Men.

Come—Be Gay With Us!

VARIETY---That's Word for Fishing in Lower Rio Grande Valley. Tarpon, Trout, Redfish, Mackerel, Red Snapper, Many Others Abound.

C.R.Anthony Co.

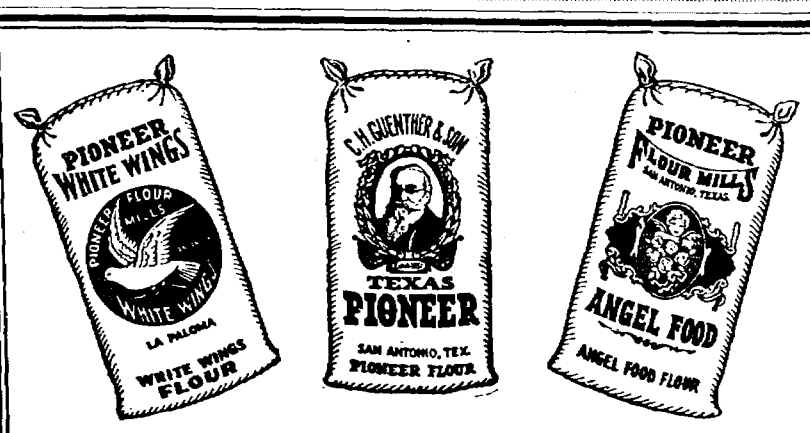
McALLEN — HARLINGEN

The Valley's two newest most modern Department Stores—Dedicated to giving you the most possible for your money.

Make it a habit...Shop Anthony first —it Pays

C.R.Anthony Co.

AIR CONDITIONED FOR YOUR COMFORT



Through 90 Years

Pioneer Flour Mills has pioneered to serve Texans with better quality—better service—more value!

Since 1851, when the Pioneer Flour Mills was established, their products have been recognized as setting a standard of value by housewives and bakers throughout the great Southwest.

GREETINGS . . .
Charro Days Celebrants
This event, which annually draws thousands of people to the Valley is one of the most unique celebrations in Texas.

Garden Club Conventionists will enjoy the finest climate in America, with Bougainvillea and other beautiful flowers in bloom, in every part of this great empire.

Angel Food Flour
Pioneer Flour
White Wings Flour

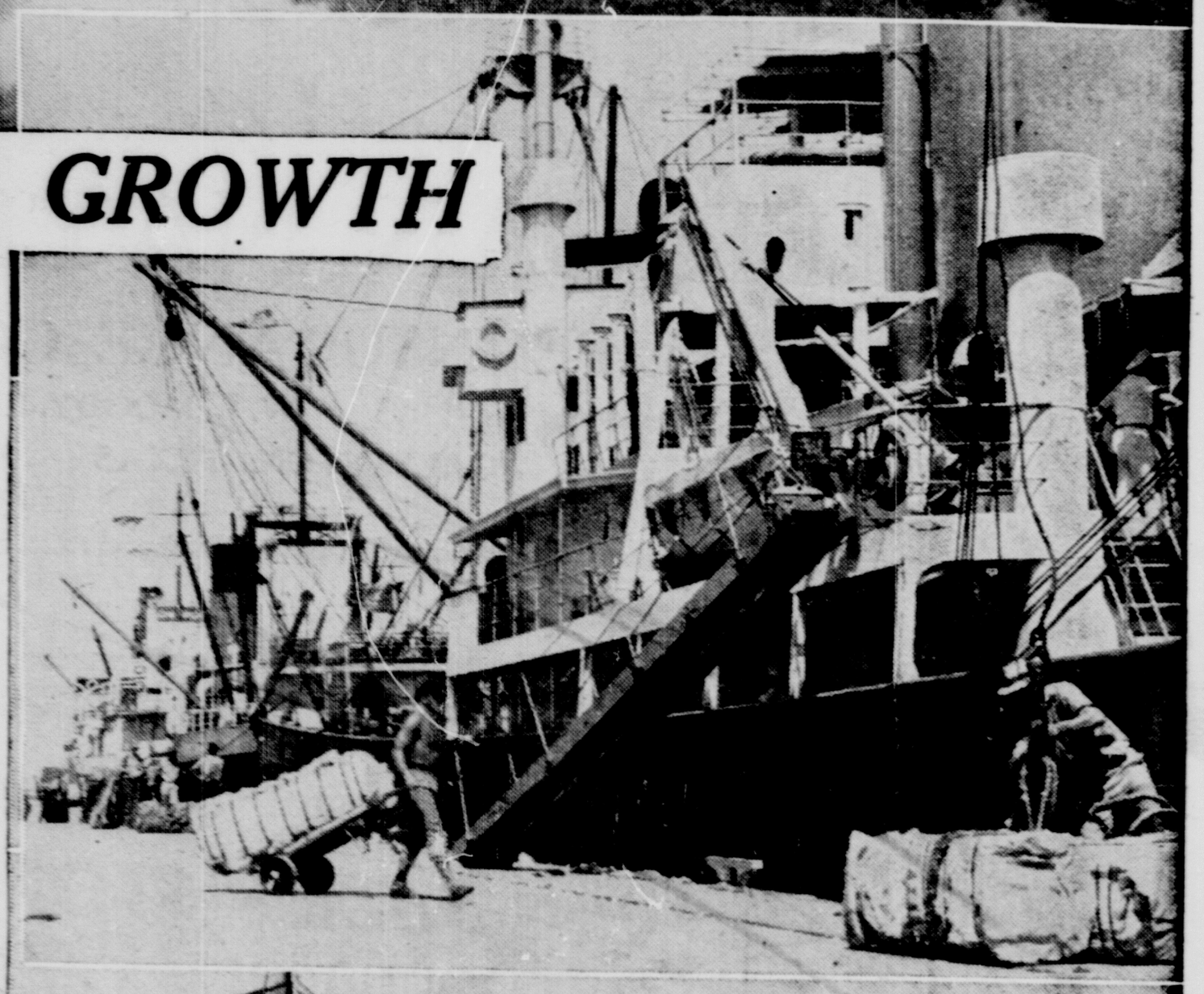
Today . . . holds that same, enviable reputation because it is so perfectly adaptable to any and every kind of baking — from bread to the most delicious pastries — because of its uniform high quality throughout.

Young housewives today are using for their Most Delicious Baking this same Mill's Flour that was the favorite of their Mothers and Grandmothers.

PIONEER FLOUR MILLS
EST. 1851
OPERATING PIONEER FLOUR MILLS GUENTHER'S MILLS
C.H. GUENTHER & SON INC.
SAN ANTONIO TEXAS

DESIGN FOR GROWTH

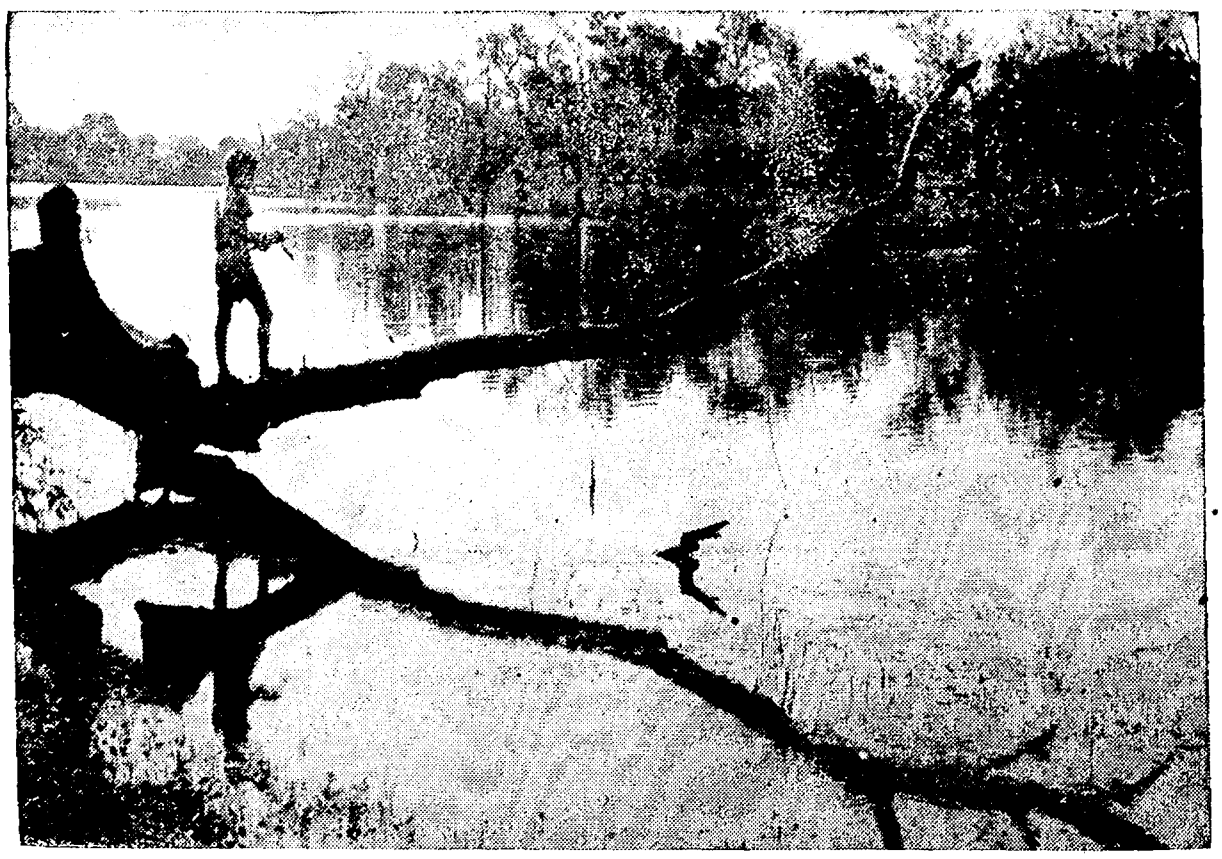
THE Lower Rio Grande Valley of Texas has just begun to grow. The pioneering phases of its amazing development are over. Brushland has been cleared. Modern communication and transportation have been developed. Its natural resources have been explored, but the surface has only been scratched on their possibilities. It has the groundwork for greater and greater growth — modern railroads and highways, seaports, airplane passenger and express service, banks, first class utilities, natural gas, electricity, telephones, drinking water, huge stores of oil; everything, in fact, to weld this fertile and progressive Valley into a thriving community, and to maintain communication with the rest of the world.

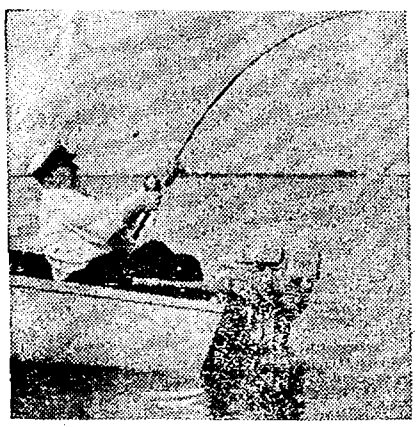


Star - MONITOR - Herald

1941 Bougainvillea Trail Invitation Edition

Valley Lakes, Canals, River Teem With Fish





* * * *

Ample supply of fish for freshwater anglers in the Lower Rio Grande Valley the year round is assured through the fish hatchery at Olmito.

The hatchery is operated by the Texas State Game, Fish and Oyster Department.

Hundreds of thousands of "fingerlings" are raised at the hatchery. At the proper stage of growth, they are transferred to lakes, brooks and rivers throughout South Texas.

Among the fish raised are bass, crappie, green perch, bream, and bull-nose perch.

Some of the Valley spots supplied with fish from the Olmito hatchery are the Willacy county 2900-acre reservoir, the 20-mile-long Lake Olmito, Adams Gardens lake, Progreso laks, Penitas lake, La Joya lake, Rancho Viejo resaca, San Benito resaca, numerous irrigation canals and other reservoirs.

The French government built an embassy in Texas during the period of the Republic. It was located at Austin.

Working Shoulder to Shoulder

For the Development of South Texas

Development of the Rio Grande Valley and Houston go hand in hand.

The millions of dollars produced from the rich soil of this great Valley flow into Houston trade channels, and Houston money, in turn, comes into the Valley for further development.

Our relationship with Rio Grande Valley financial institutions have been a source of great satisfaction to this bank and we constantly strive to reciprocate.

The City National
Bank of Houston
Houston, Texas

4%
Current Dividend Rate

FEDERAL HOME LOAN BANK SYSTEM MEMBER

Hard-Earned Dollars
Protected By
INSURED SAFETY

Savings Create Prosperity — Build a Community

Your money, saved or invested in this Federal Savings and Loan Association creates more business, builds new and better homes, makes ownership of existing homes easier, encourages modernization and improvements, gives employment to labor and promotes a better and more stable community.

When you save or invest in this Association your money works for you right here in your own community where you may easily see the property under mortgage to this Association. While our money works and earns for you, there is also the fact that your savings contribute to the well-being and upbuilding of your community.

This Association lends its funds on the security of carefully selected monthly reducing first mortgages on homes in this community. Thus, for your savings, you have the choicest type of first mortgage security plus INSURED SAFETY afforded by Federal Savings and Loan Insurance Corporation, a Government Agency.

INSURED

Brownsville Federal Savings & Loan Assn.
410 12th Street Brownsville, Texas

A DESERVING COMPLIMENT

It gives us great pleasure to wish success to such a cultural group as you Ladies of the Women's Garden Clubs. Your organization is truly an asset to the community. Through your efforts, color and beauty are brought to hundreds of Texas Cities.

•

AMERICAN NATIONAL
LIFE INSURANCE CO.

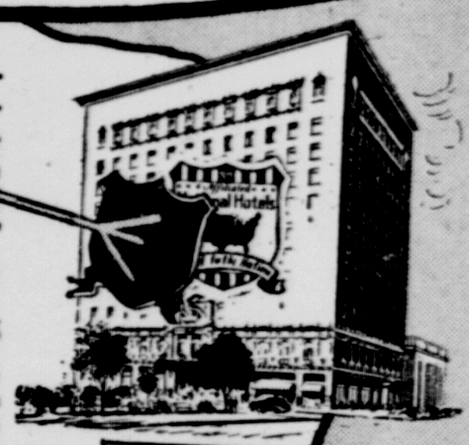
W. L. MOODY, Jr., President

W. L. MOODY, III, Executive Vice-President

GALVESTON, TEXAS

PICK YOUR *Texas* STOPS BY THE NATIONAL *brand* of SERVICE

In choosing your "stops" in Texas, look for the shield of Affiliated National Hotels, for it is a BRAND symbolizing the service and comfort that affords you the best in hotel accommodations. Hotels displaying this shield will prove popular with the most discriminating guests. After a pleasant stay in one of the modern hotels in this system you will form a "mighty-good" habit of looking for the BRAND of Affiliated National Hotels.



AUSTIN, TEXAS
Hotel
STEPHEN F. AUSTIN

EL PASO, TEXAS
Hotel CORTEZ

OTHER AFFILIATED NATIONAL HOTELS IN TEXAS

Hotel Alice	Alice	Jack Tar Court	Galveston
Hotel Settles	Big Spring	Miramar Court	Galveston
Hotel Brownwood	Brownwood	Hotel Cavalier	Galveston
Hotel Southern	Brownwood	Hotel Plaza	Laredo
Hotel Laguna	Cisco	Hotel Lubbock	Lubbock
Hotel Jean Lafitte	Galveston	Hotel Falls	Marlin
Hotel Galvez	Galveston	Hotel Cactus	San Angelo
Coronado Court	Galveston	Angeles Courts	San Antonio

FORT WORTH, TEX.
Hotel TEXAS

GALVESTON, TEX.
Hotel BUCCANEER

P.S.

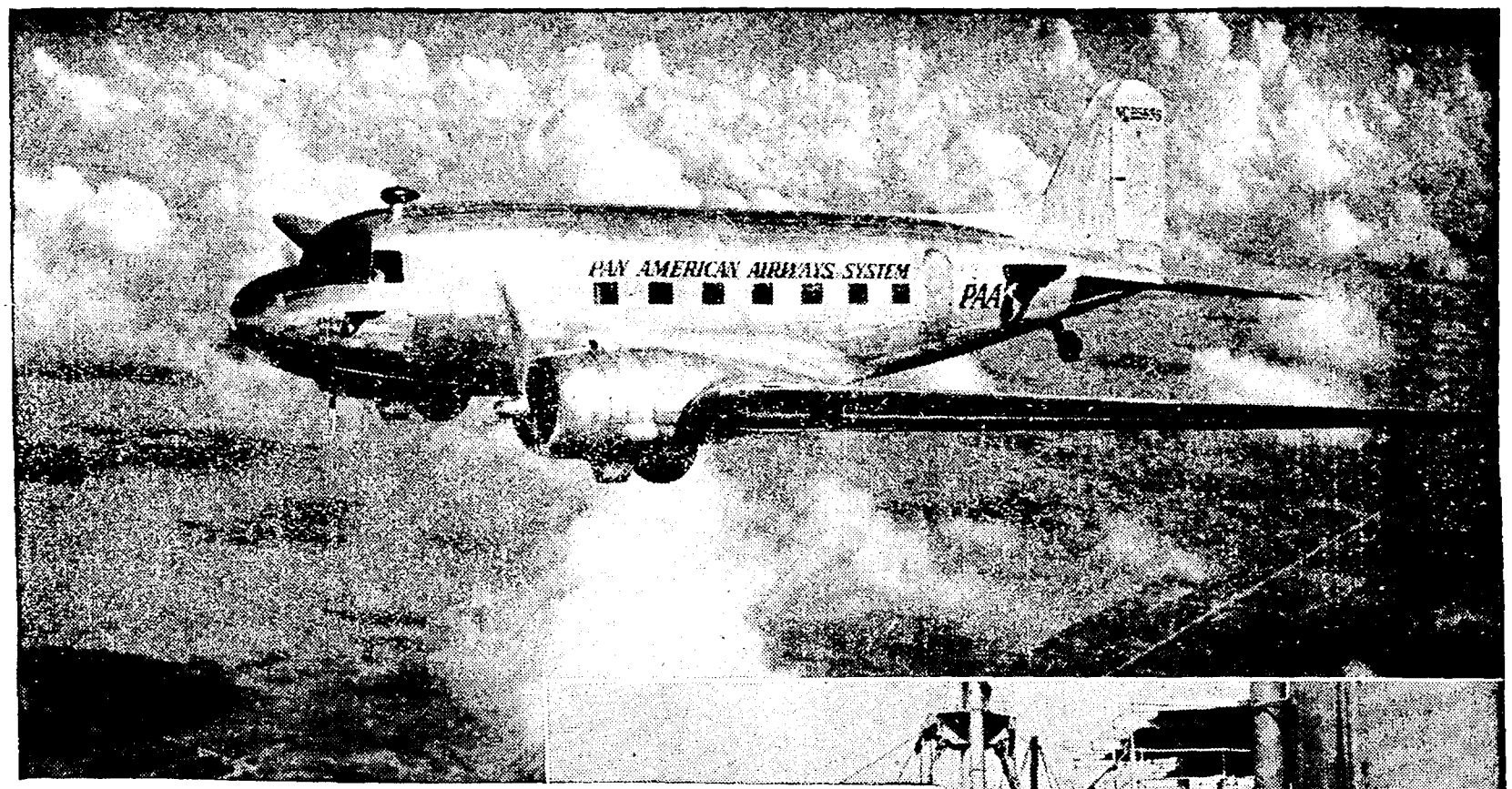
THIS SAME NATIONAL "BRAND" OF SERVICE IS FOUND IN TEN STATES AND OUR NATION'S CAPITAL

★ ★ ★

AFFILIATED NATIONAL HOTELS

"HOST TO THE NATION"

K-136



DESIGN FOR GROWTH

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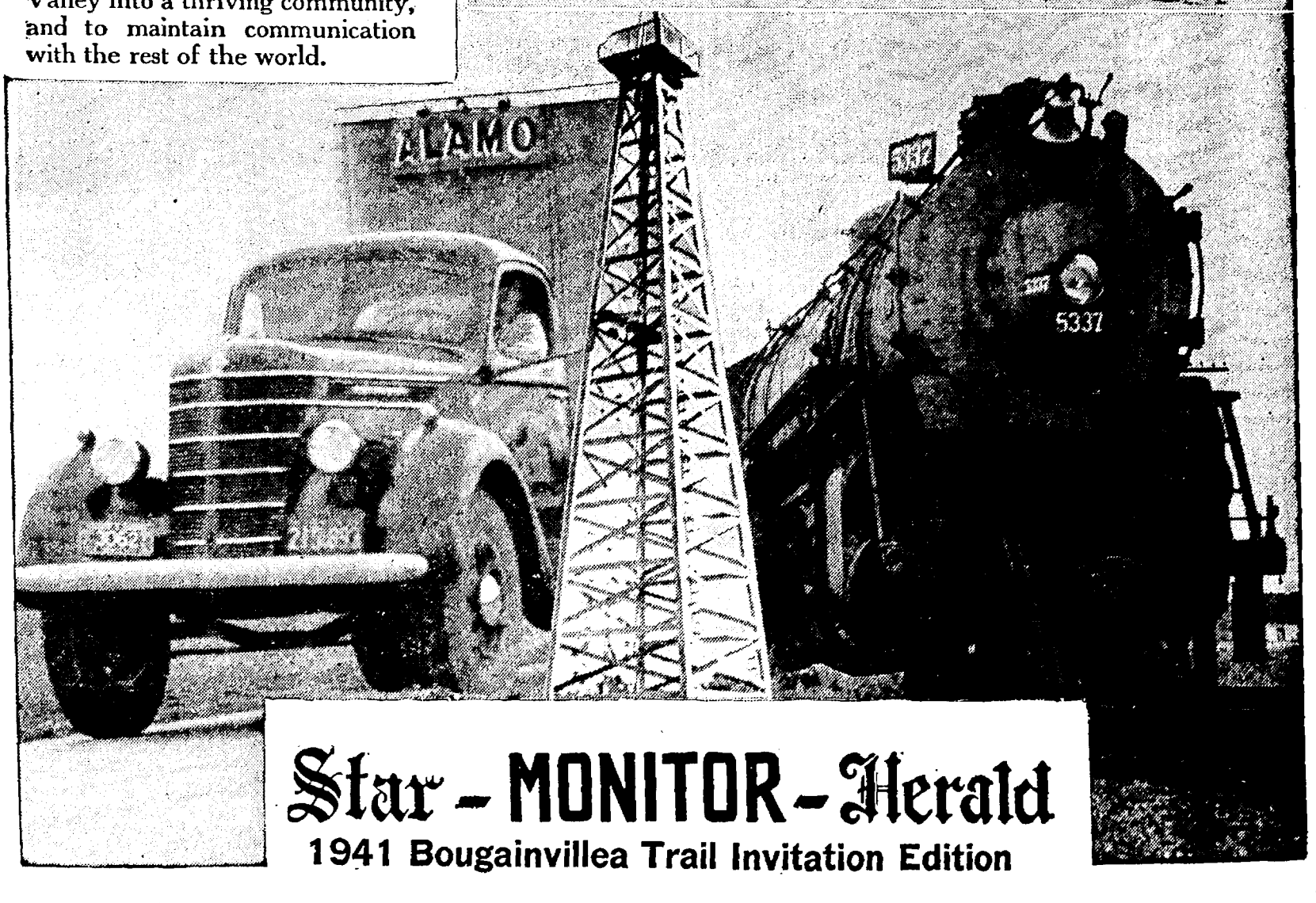


Star - MONITOR - Herald

1941 Bougainvillea Trail Invitation Edition

Valley's Main Street

The world's longest "Main Street"—with all the attractions of a "main stem"—is located in the Valley.

It is a modern, palm-lined, neon-lighted highway, more than 100 miles long, running through a score of towns from Brownsville through Mission.

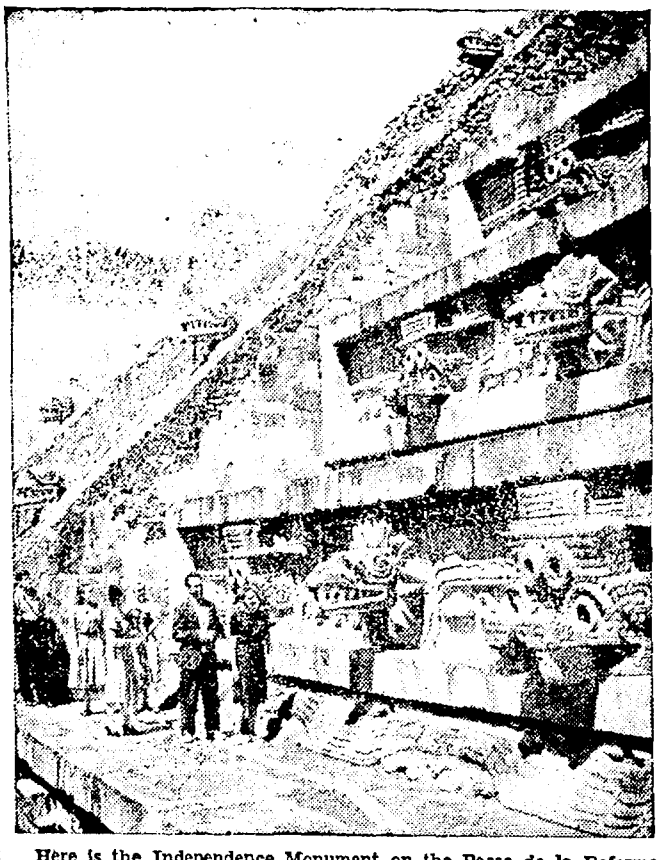
Along its route, edged by handsome houses and luscious citrus groves, the road winds through semi-tropical vegetation, brilliant flowers, just leaving one town when it enters another.

On this "Main Street" have grown up numerous drive-in stands, restaurants, places to dance, fruit and vegetable stands, trailer camps, tourist camps, movie houses (including an outdoor drive-in show), and many other conveniences for the resident and visitor.

First class modern stores have been established at a number of places along the highway to serve rural residents who are saved a trip into town. This "crossroads" store is one of the unique institutions to be found in the Valley.

The drive-in food products establishments teem with Valley fruits and vegetables, brought almost directly from the fields to Valley tables.

Photos on this page show typical scenes along the Valley's "Main Street."



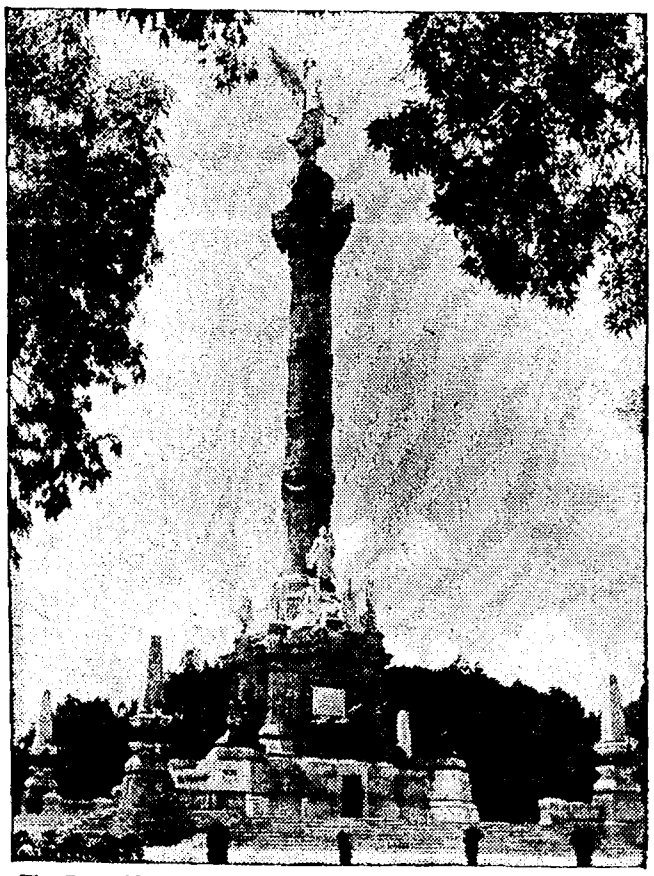
Here is the Independence Monument on the Paseo de la Reforma in Mexico City

One of the Beautiful Cathedrals in Cuernavaca

Buy a Package of Pleasure!

PLANNED TRIPS Via PAN AMERICAN AIRWAYS To MEXICO CITY and GUATEMALA

Any vacation is all too short for Mexico and Guatemala. How to pack each hour with pleasure, wasting no time on tedious travel and petty details, that is the question. A Pan American all-expense air tour is the answer! A single reasonably priced ticket includes the finest and fastest of transportation, superb meals and hotel accomodations, a hand-picked array of sightseeing attractions. Permitting much the freedom of independent travel, each tour is so "packaged" as to be a complete vacation.



The Pyramid of the Plumed Serpent, near Mexico City, is a very impressive sight

This beautiful mountain is known as Popocatepetl.

—All Photos by Glenn Dennis

MAGNIFICENT IN SCENERY, exotic in color,. thrilling in the pageantry of their past and present, Mexico and Guatemala lie within easy range for those who fly . . . their fascinating capitals a mere 3 1-2 and 8 1-2 hours respectively from Brownsville, Texas. And that means, by convenient air and rail connections there with Pan American's service, but little longer from any principal city in the United States.

You can't even think of Mexico and Guatemala without an anticipatory thrill. Conjecture your sensations on actually seeing their wonders! The spectacles and diversions of their modern cities vie for attention with contiguous landmarks of the Castilian courts, with nearby temples and pyramids of the Aztec and Mayan civilizations.

Mexico Tours May Start Any Day of the Week

Pan American provides two round trips daily to Mexico. Passengers may leave Brownsville either at 9:10 a. m. or 2 p. m. Both schedules use the famous 21-passenger Douglas airliners, the last word in luxury and comfort.

TOUR PAM-1 — 8 DAYS

Inclusive fare from Brownsville $118.00 per person.

1st Day Sun.—Leave Brownsville, Texas, at 9:10 a.m. Arrive Mexico City 12:35 p.m. Transfer to the hotel.

2nd Day Mon.—Full day drive to Cholula and Puebla.

3rd Day Tues.—Full day drive through Mexico City, visiting the principal points of interest in the city.

4th Day Wed.—By motor to Cuernavaca, visiting Cortes' Palace and other points of interest and continuing to Taxco for the night.

5th Day Thurs.—Morning in picturesque Taxco. After lunch return to Mexico City by motor.

6th Day Fri.—In Mexico City—free.

7th Day Sat. Full day drive to Pyramids of San Juan Teotihuacan, visiting en route the Shrine of Guadalupe and the Monastery of Acolman.

8th Day Sun.—Leave the hotel in the morning. Motor to the "Floating Gardens" of Xochimilco and thence to the airport. Leave Mexico City shortly after noon. Arrive Brownsville, Texas, 4:30 p.m.

TOUR PGM-1—15 DAYS

Inclusive fare from Brownsville, $273.00 per person

1st Day Sun.—Leave Brownsville, Texas 9:10 a.m. Arrive Mexico City 12:30 p.m. Transfer to hotel.

2nd Day Mon. to 8th Day Sun. —In Mexico. During this time the same sight-seeing program as that of Tour PAM-1 will be provided with the exception that on the 8th day, Sunday, a full day drive to the "Floating Gardens" of Xochimilco and a trip by native "canoa' through the canals will be included.

9th Day Mon.—Morning free in Mexico City. Leave Mexico City shortly after noon. Arrive Guatemala City 5:35 p.m. Transfer to the hotel.

10th Day Tues. — By motor from Guatemala City to Antigua via the village of Palin and Lake Amatitlan. Afternoon sightseeing and overnight in Antigua.

11th Day Wed.—By motor from Antigua to Chichicastenango with short stops at points of interest and at Lake Atitlan, a launch trip to one of the interesting shore villages. Overnight at Mayan Inn.

12th Day Thurs.—In Chichicastenango, visiting the open air market, the church, the museum and jade collection of Father Rossbach and other attractions.

13th Day Fri.—By motor from Chichicastenango to Guatemala City via Chichoy Pass and Tecpan, arriving in Guatemala City in time for lunch. Afternoon, sightseeing in Guatemala City.

14th Day Sat. Leave Guatemala City at 7:30 a.m. Arrive Brownsville, Texas, at 4:30 p.m.

TOUR PAG-1— 4 DAYS IN GUATEMALA

Inclusive fare from Brownsville, Texas—$197 per person.

Inclusive fare from Mexico, D. F., Mexico—$160 per person.

1st Day Mon.—Leave Brownsville, Texas, 9:10 a.m., or Mexico City, Mexico, at 12:55 p.m. Arrive Guatemala City at 5:35 p.m. Transfer to hotel.

2nd Day Tues.—By motor from Guatemala City to Antigua via the village of Palin and Lake Amatitlan. Afternoon sightseeing and overnight at Antigua.

3rd Day Wed.—By motor from Antigua to Chichastenango with short stops at points of interest and at Lake Atitlan, a launch trip to one of the interesting shore villages. Overnight at Mayan Inn.

4th Day Thurs.—In Chichicastenango, visiting the open air market, the church, the museum and jade collection of Father Rossbach and other points of interest.

5th Day Fri.—By motor from Chichicastenango to Guatemala City via Chichoy Pass and Tecpan, arriving in Guatemala City in time for lunch. Afternoon, sightseeing in Guatemala City.

6th Day Sat. Leave Guatemala City at 7:30 a.m. Arrive Mexico City, Mexico, at 12:10 p.m. or Brownsville, Texas, at 4:30 p.m.

TOUR PRICES INCLUDE

TRANSEPORTATION: Air tickets covering the air routes as specified in the itineraries.

HOTEL ACCOMMODATIONS: In Mexico and Guatemala City at first class hotels on the basis of two persons in a double room with private bath and at hotels in Guatemala outside Guatemala City, on the basis of two persons in a double room without private bath. Slightly higher rates will be quoted for rooms with bath at hotels outside Guatemala City and for single rooms for any of the tours.

MEALS: Meals on planes when aloft and three meals a day in both Mexico and Guatemala.

BAGGAGE: A free baggage allowance of 25 kilos (55 lbs.) per passenger, limited to three pieces.

TRANSFERS: Transfers of passengers and baggage between the airports and hotels are specified in the itineraries.

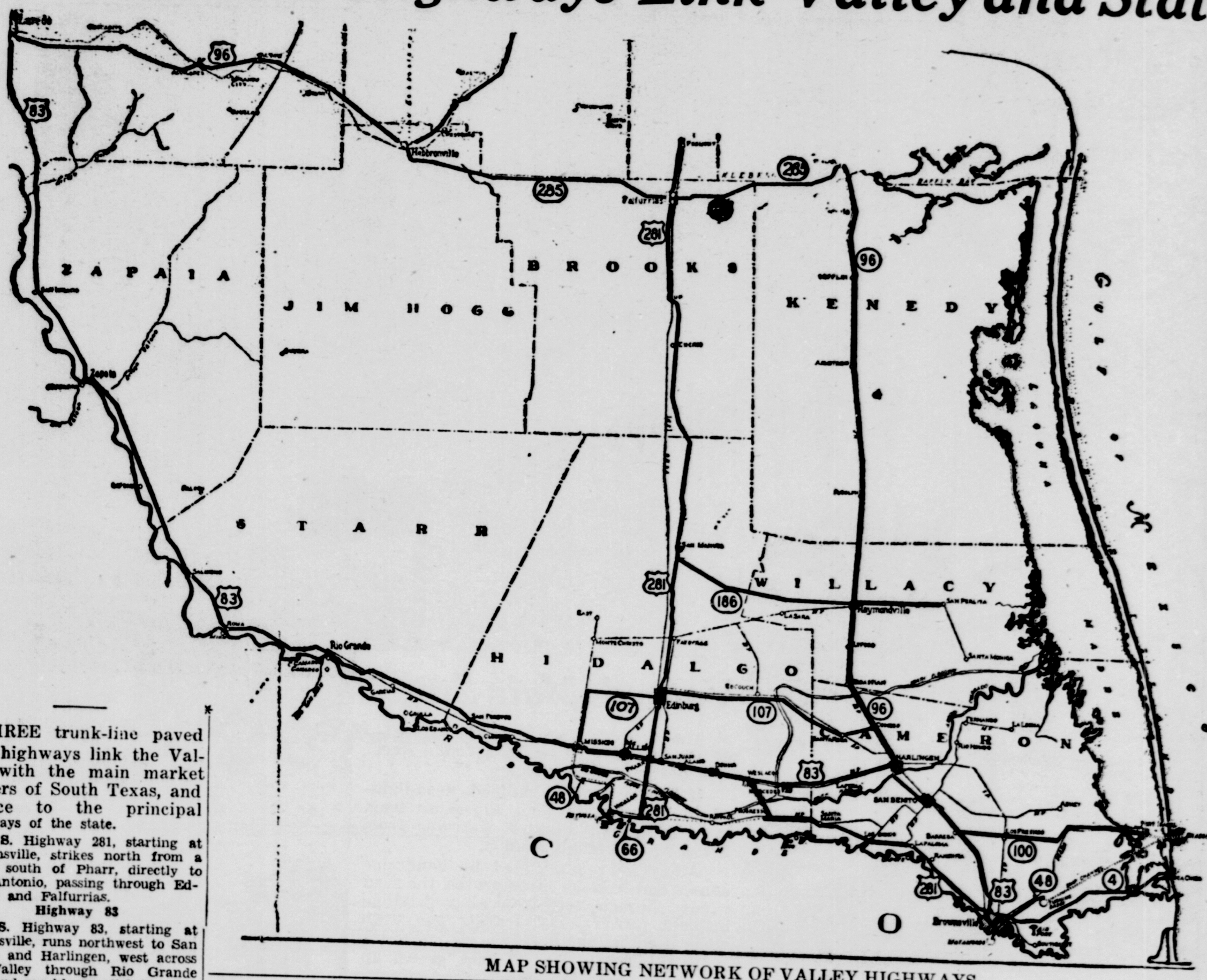
SIGHTSEEING: In small groups in modern 5 or 7 passenger cars accompanied by competent English speaking host. Slightly higher rates will be quoted on request for sightseeing by private motor in groups of two or more.

See your favorite travel agent or

PAN AMERICAN
PAA AIRWAYS SYSTEM

PAN AMERICAN AIRPORT
BROWNSVILLE, TEXAS

3 Trunk-Line Highways Link Valley and State



MAP SHOWING NETWORK OF VALLEY HIGHWAYS

THREE trunk-line paved highways link the Valley with the main market centers of South Texas, and thence to the principal highways of the state.

U. S. Highway 281, starting at Brownsville, strikes north from a point south of Pharr, directly to San Antonio, passing through Edinburg and Falfurrias.

Highway 83

U. S. Highway 83, starting at Brownsville, runs northwest to San Benito and Harlingen, west across the Valley through Rio Grande City, and roughly parallels the Rio Grande to Laredo.

State Highway 96 is the same as U. S. 83, to Harlingen, whence it extends north through Raymondville and Willacy county, through Kenedy county, to Kingsville. It is part of the famous Hug-the-Coast highway that parallels the Gulf of Mexico shoreline for hundreds of miles, through Houston, Orange and other important centers.

Other Routes

In addition to these trunk line highways, there are several other intra-Valley routes, maintained by the state highway department.

Among these:

State Highway No. 4 links Brownsville and the Gulf of Mexico beach resort at Boca Chica and Del Mar.

State Highway 48 runs from Brownsville to the turning basin.

Coastal Road

State Highway 100 connects State Highway 96 (U. S. 83) at Barreda with Los Fresnos and Port Isabel.

State Highway 107, from State 96 at Combes, through Santa Rosa, Edcouch, with Edinburg on U. S. 281, and continues west into Hidalgo county and south to Mission.

State highway 186 links Raymondville with U. S. 281.

Galveston originally was laid out in 1836 by a Canadian, Col. M. B. Menard, who came to Texas in 1835. It is now the site of an annual Oleander Festival.

First-Class Facilities For Handling Oil And Bunker Fuel Built At Valley Ports

Valley seaports—Brownsville and Port Isabel—boast first rate facilities for handling oil, now a major "crop" of the Rio Grande Valley.

The huge W. R. Davis Co., Inc., tank farm at Port Brownsville, the tank farm and refinery of the Coastal Refineries, Inc., at Port Isabel, the Texas company bulk station at Brownsville, complete bunkering facilities, are among features of oil-handling at the Valley ports.

Two Pipelines

One pipeline—the Valley pipeline—now feeds terminals at Port Isabel and Brownsville. A second one, the Davis pipeline, will pump oil directly from the large Davis and the Continental holdings in the Rincon (Starr county) field. Construction cost of the new pipeline, 120 miles long, is expected to reach $1,000,000.

One of the first industrial plants built at the Brownsville turning basin after the opening of the port in May, 1936, was the Texas Company's bulk station. It consists of three tanks—two for gasoline and one for kerosene—with total capacity of more than 1,000,000 gallons, a pumping plant, loading rack, office building and switch tracks. The fuel is brought to Port Brownsville on tankers, and distributed throughout the Valley by tank car and tank truck.

Heavy Investment

W. R. Davis Co., Inc., which began operations in the Valley early in April, 1940, now has investments running into millions of dollars at Port Brownsville and Valley producing fields. The new pipeline will probably make necessary an extension of the big storage tank farm at Brownsville, and foundations have already been laid for additional tanks.

At present, the Davis firm has one 55,000-barrel tank for "C" grade fuel oil, used in bunkering vessels; two 55,000-barrel tanks for Rincon crude oil; three 80,000-barrel tanks for crude oil; and one 10,000-barrel storage tank for crude oil or petroleum derivatives, a total storage capacity of more than 400,000 barrels.

A first-class pump station has an average capacity of 7,000 barrels an hour. A record equal to that of any major port on the Atlantic seaboard was set at Port Brownsville when a tanker took on a cargo of 80,000 barrels of crude oil in 11 1-2 hours.

First-Rate Facilities

This speedy loading of oil cargo is made possible by up-to-date facilities at Port Brownsville wharves. A ten-inch bunker line under the wharves, with a fuel line at each berth, can bunker freighters without a moment's loss. The vessels refuel while they are discharging and taking on cargo. Four ships can be bunkered at the same time with the line and pumps installed at Port Brownsville.

Besides, the Davis firm built an unloading rack with 12-tank car capacity, capable of unloading 450 barrels an hour. This was installed when the original Valley pipeline was running to capacity and additional provision had to be made for handling the Valley production.

Stimulate Production

In this connection, the Davis company recently announced intentions of utilizing its own pipeline to stimulate increased production among the smaller operators in the Valley by providing adequate transportation, at reasonable rates, for many who now find it difficult to move oil to market.

Construction of a refinery by the Davis firm at Port Brownsville may become a reality during 1941, company officials have indicated.

MARKET SQUARE

The old city hall and market house in Brownsville was built in 1852 with plans drawn in 1850. Old-timers recall the belfry in which a bell used to ring at 6 a.m. daily to announce opening of the market.

Detailed Oil Report Compiled By Expert

Keeping the oil world informed on Valley leasing, drilling and other petroleum activities in this region has become a specialized field in its own right.

Pioneer in this work is J. R. Beard of McAllen, who has been a close observer of the Valley oil picture since the opening of the Samfordyce field in 1934.

Mr. Beard and his staff gather detailed information daily and compile it into weekly comprehensive reports on South Texas oil developments.

In his McAllen office, Mr. Beard maintains a staff of draftsmen to turn out detailed maps of interest to oilmen.

Texas temperatures vary so widely that at one time when northern points were registering nine degrees below zero, Valley thermometers showed 95 degrees above zero.

WOOD & DODD
INSURANCE
Established 1880
Insurance of All Kinds
407 Eleventh St. Brownsville, Texas
PHONE 100

First County Commission Acted On Transportation

Transportation — one of the major factors in Valley development—was the principal topic discussed at the first meeting of the Cameron county commissioners.

The meeting took place Sept. 11, 1848, at Santa Rita, the first county seat.

Permits Granted

Among permits granted were the following:

John Webb, license for Brownsville ferry; P. C. Shannon, Freeport ferry; J. H. Clay, ferry at Mansfield; R. E. Clements, ferry from mouth of the Rio Grande to Burrita; P. J. Mahan, ferry across Boca Chica; M. Browne, ferry from Brazos Santiago to Padre Island.

Rates were established on ferry service, open to all, from Port Isabel to Brazos Santiago.

Highway Surveyed

Survey of a public highway from Brownsville to Santa Rita was ordered, and later Hugh McCarty got a permit to build a bridge at Santa Anna's canal, near Boca Chica.

During the first year, 11 road districts were created, and Clark and Gernwell got a permit for a bridge across the "Little Rio Grande." The "Little Rio Grande" was a resaca, north of the river, between Brownsville and the mouth.

Three Towns Born

Santa Rita was acquired in 1834 as a river "banco" by John Stryker of Matamoros. In 1846, most Americans in Matamoros moved to Stryker's ranch, which became a village and the first county seat.

Three new towns were later created — Brownsville, Freeport, and Mansfield, on the banks of the river. Brownsville, the only one that prospered, later became the county seat.

The site of Santa Rita was acquired by James Crogan and Simon Messina, who laid out a new town called "Villanueva de Santa Rita."

A DESERVING COMPLIMENT

It gives us great pleasure to wish success to such a cultural group as you Ladies of the Women's Garden Clubs. Your organization is truly an asset to the community. Through your efforts, color and beauty are brought to hundreds of Texas Cities.

•

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W. L. MOODY, Jr., President **W. L. MOODY, III, Executive Vice-President**

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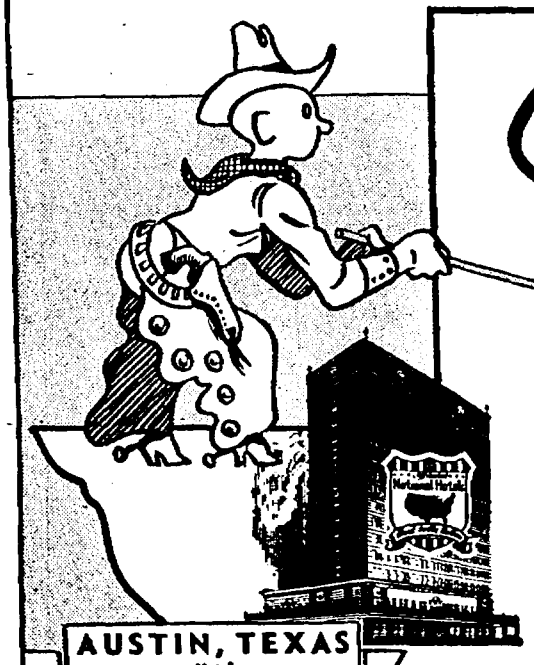

In choosing your "stops" in Texas, look for the shield of Affiliated National Hotels, for it is a BRAND symbolizing the service and comfort that affords you the best in hotel accommodations. Hotels displaying this shield will prove popular with the most discriminating guests. After a pleasant stay in one of the modern hotels in this system you will form a "mighty-good" habit of looking for the BRAND of Affiliated National Hotels.

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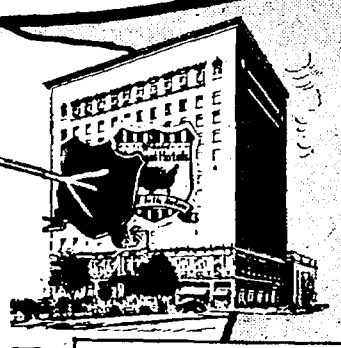
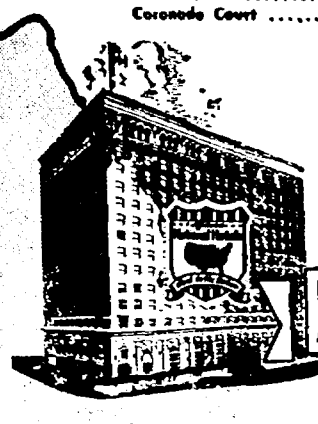
Hotel Laguna	Cisco	Hotel Lubbock	Lubbock
Hotel Jean Lafitte	Galveston	Hotel Falls	Marlin
Hotel Galvez	Galveston	Hotel Cactus	San Angelo
Coronado Court	Galveston	Angelos Courts	San Antonio



AUSTIN, TEXAS Hotel STEPHEN F. AUSTIN

EL PASO, TEXAS Hotel CORTEZ



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AFFILIATED NATIONAL HOTELS

"HOST TO THE NATION"

6-136

Valley Boasts 900 Miles Of Paved Highways

Part of Road System Now Three-Laned

THE Valley boasts one of the finest systems of highways in Texas — approximately 900 miles of pavement in a strategically-linked network.

In addition, there are hundreds of miles of graded, gravel-topped roads that provide communication for practically every part of the region.

Reflects Development

This splendid network of modern highways — including a 44-mile stretch of three-lane road — has grown with the Valley, and reflects the phenomenal development of the last 20 years.

In 1920, when the road-building program got under way on a large scale to "pull the Valley out of the mud," two 15-foot-wide strips of concrete were in use in Cameron county. One six-mile span linked San Benito and Harlingen and the other pushed six miles north from Brownsville, ending abruptly on the old untopped road.

Hidalgo Gets Going

Shortly afterward, Hidalgo county launched a road-building program, and within a few years, long fingers of concrete and asphalt were poking deep into the Valley in every direction.

Today Hidalgo leads Valley counties in total mileage of paved roads, with approximately 440 miles. Cameron is second with about 320, Willacy third with 90 and Starr fourth with 60.

FIRST COURTHOUSE

The first Cameron county courthouse was built in 1849 and was located at 1201 Elizabeth street, Brownsville, at the corner of Twelfth street, now occupied by a business building.

THREE-LANE HIGHWAY IN RIO GRANDE VALLEY

New Road to Provide Direct Port Highway

One of the newest stretches of Valley highway scheduled for construction is the direct route to link the military road with the Port of Brownsville, touching Olmito on the main Brownsville-San Benito highway.

In December, 1940, a road district was formed, and bonds in the amount of $365,000 were voted for the new route, which would provide a direct line for traffic from the military highway to the port.

Approximately 13 miles long, the new stretch of road would start at Cavazos on the military road.

BIGELOW HOME

One of the first homes in Brownsville was built by Israel Bigelow in 1859, at 908 Levee street. Mr. Bigelow was the first county judge of Cameron county and a prominent figure in early development of the section.

Roma Began Life As Garcia Ranch Center

Roma, about 14 miles west of Rio Grande City, is one of the historic communities of the Valley.

Founded in 1848, as the American occupation moved up the Rio Grande, it is opposite Mier, on the other side of the boundary stream.

Prior to that time, the site was known as the Garcia ranch.

U. S. Aid Provided For Texas Highways

Federal aid was provided on 1,227 miles of Texas roads during the last fiscal year. The total cost of the road building program on these highways, including federal funds, was $22,608,192. During that time, Texas eliminated 25 grade crossings, reconstructed three and protected 22 with federal aid. The current federal aid program applies on about 800 miles of new roads.

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Work is play to clothes like McNair's Work Clothes. They take the hardest knocks and come up smiling. That means a saving when you buy clothes for hard work. Get your overalls, coveralls, shirts, pants, at the store displaying the sign of McNair—and you'll get quality for the least money.

Heartiest congratulations to all members of the Garden Clubs in their efforts to beautify the Rio Grande Valley.

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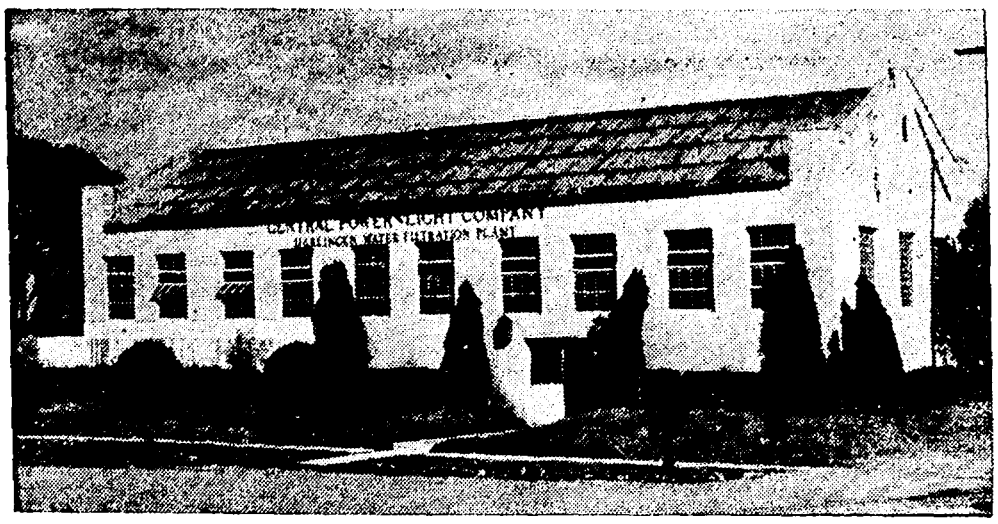
CLOTHING MANUFACTURING COMPANY

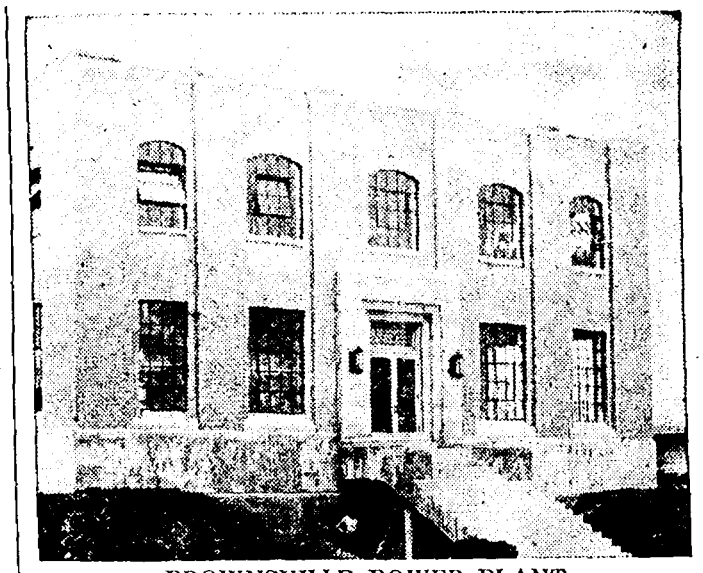
WHOLESALE ONLY

BROWNSVILLE, TEXAS

Light And Power Network Grows With Valley



HARLINGEN WATER PLANT



BROWNSVILLE POWER PLANT

* * * * *

Electricity Links Area's Communities

ELECTRICITY — lifeblood of the modern world — has had a share, and a major one, in development of the Valley, making it a better place as a home and a workshop.

Paralleling the Valley's growth has been the rise of the Central Power and Light Company, which serves practically the entire Valley, with exception of Brownsville, where the light and water systems are publicly owned and operated.

More than 23,000 electric light and power consumers are connected to Valley systems. Of these, the Central Power and Light company has 18,376 connections, Brownsville (municipally-owned system) 3,041, and the Magic Valley Electric Co-Operative (Rural Electrification Administration) 1,873.

Operates Ice Plants

With approximately 300 miles of transmission lines in the Valley (about 2500 in all of South Texas), the Central Power and Light company (also operating 18 Valley ice plants), has grown from the original Valley Electric and Ice Company, established in 1910.

The first unit was located at San Benito, where main offices and the principal power station, a 32,000-horsepower plant, are still maintained.

Serves Mexico

Besides serving most Valley points, the Central Power and Light company also provides power for distribution systems in the Mexican border towns of Matamoros, Reynosa, Rio Rico and San Pedro.

Electric light rates charged by the company have been gradually reduced from 22 cents a kilowatt hour in 1923 to a rate now averaging from nine to 10 cents a kilowatt.

The Central Power and Light company provides water service to eight towns in the Valley.

'Alamo Was First Town of 'Forum'

Public protest prevented the Valley from having a town named "Forum."

Such was the name of what is now Alamo. The label of "Forum" was adopted at a public meeting, and residents obtained a postoffice cancellation stamp with that name.

But the people rebelled at this odd designation and soon telegrams poured into the office of Congressman John Garner. The name was finally changed to Alamo, which was the name originally sought by the Alamo Land and Sugar Company.

The Alamo Townsite company, headed by C. H. Swallow, established the city in 1919. In november of that year, the railroad station was moved from Camp Ebenezer, a mile away, to Alamo.

The city was incorporated in lished the city in 1919. In Novem- A volunteer fire department was organized in 1927.

Among newer Valley crops is grain grass, commercially produced and dehydrated for special vitamin cattle feed.

Valley's Amateur Radio Units In State Hookup

At least three Valley stations are included in a network of 52 amateur stations being hooked up by the NYA under the national defense program.

The program ties in with the radio schools conducted by the National Youth Administration for Valley youths at McAllen, Harlingen, and Brownsville.

Receiving and transmitting sets have been or are being erected at these three points by the students who are first taught the essentials for commercial operators' licenses and then the technique of construction.

The network will be used by the war department and will also be available to all law enforcement agencies, connecting with the border patrol station at McAllen and the Brownsville police department radio.

In addition, a number of portable units are to be placed in operation.

Oil or gas deposits have been found in all but seven of Texas' 254 counties.

'Commercial Quaker' Was First In Port

The first freighter to bring and load cargo to Port Brownsville on its official opening day, May 16, 1936, was the SS Commercial Quaker of the Mooremack Gulf lines.

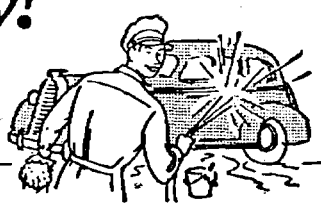
The Commercial Quaker brought iron pipe, steel, automobiles, trucks, and canned goods. It loaded tomatoes, canned goods, pineapples, bat guano, garlic and iced vegetables.

Firestone Welcomes You to the Rio Grande Valley!

Firestone symbolizes the true spirit of Friendly Service that is such an integral part of the Rio Grande Valley . . . .

We are a part of these thriving communities and pride ourselves in the service we peform in adding to their development . . . .

No matter whether you want to have your tank filled with gas, your car washed or greased or oil changed, or whether you merely want to powder your nose or secure highway information, you are Welcome at these Firestone Service Stores. . . . Let us prove it by calling on us while visiting in the Valley . . . .



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Brownsville Harlingen San Benito McAllen

Ten-County Highway Headquarters In Valley

Division's Duties Are Numerous

NERVE center for a South Texas network of paved roads totalling approximately 800 miles is located in the Valley — at Pharr.

It is the State Highway Department building, headquarters for Division No. 21. There a staff of engineers directs some 300 men in construction and maintenance of the 800 miles of state highways in 10 counties.

The Valley division is one of 25 similar state highway department divisions. It is the fourth largest in the state, contains approximately 1-25 of the state area, 1-25 of the state population, 1-25 of the state highway mileage and 1-25 of the total number of counties.

Handsome Building

A handsome building, constructed in 1933, houses Division 21 headquarters, which includes, in addition to offices, a sign-making plant, machine shop, blacksmith and welding shop, a plant nursery, and a road-materials laboratory.

In the paint shop, signs—wood and metal — for the entire district are painted with a modern spray gun with use of silk-screen process stencils. A storehouse contains every possible variety of sign used on highways, from names of towns to "Beware of Livestock."

Signs Restored

Old signs are not discarded, but cleaned, restored and repainted. Wooden signs have a road life of about one year before they need repainting, metal signs about 18 months.

Every type of road material is tested in the up-to-date laboratory. Capillary tanks test moisture absorption of different soils; gravel is tested in tubes; load potentialities are found on a pressure tester which is built on a 30,000-pound jack.

Repair Equipment

The highway department repairs and remodels all its own equipment in its machine shop. Trucks, tractors, scrapers, mixers, all get whatever attention they need from the department's expert mechanics. Mechanics make special truck beds for the highway department, adapted for road maintenance and construction work. These truck beds are described as halfway between a gravel truck and a commercial truck bed.

Set in a handsomely landscaped lawn, with rubber plants framing the front entrance, bougainvilleas, turks caps and rambling acacia on both sides, the division building is typical of Valley beautification aims.

Four Is Valley 'Magic Symbol'

Employes of Division 21, state highway department, with headquarters in the Valley at Pharr, are beginning to think that the number four has some magic influence on this section.

In checking mileage statistics, it was found that the division is the fourth largest in the state.

This jibed with the well known slogan that describes the Valley as "Texas' Fourth City."

Furthermore, the figure-checkers found that Division 21, which includes the Valley, represents just about four per cent of the area of the state.

Also, that Division 21, with 10 counties, contains approximately four per cent of the total counties (254) of the state.

And, to top it all, the mileage of paved state-designated highways in District 21 (774 miles) represents about four per cent of the total mileage in the state.

District 21 includes the following counties, with mileage of highways:

Cameron, 141; Willacy, 42; Kenedy, 46; Hidalgo, 151; Webb, 135; Brooks, 68; Duval, 68; Jim Hogg, 21; Zapata, 54; Starr, 47.

TAYLOR'S STABLES

Part of the structure in which General Zachary Taylor stabled his army's horses is still standing, in Brownsville at Thirteenth and Washington streets.

STATE HIGHWAY DEPT. BUILDING, PHARR

Asphalt on Highway Edges Passes Tests

The use of a strip of asphalt on the edge of concrete roads to prevent "fall off" and reduce maintenance costs has been successfully developed by the state highway department's division 21, with headquarters at Pharr, Hidalgo county.

The test of this method—which also tends to keep roads safer for driving — was carried out on 11 miles of Willacy county road. The 20-foot concrete was edged with asphalt, preventing the usual destruction of the road shoulders by "fall offs," particularly of trucks with double-tired wheels, which often ride with one wheel on the pavement and the other wearing a groove in the shoulder.

Valley Develops New Highway Materials

Highway construction history was made with the building of the Kenedy county road, 49 miles from Raymondville to Sarita.

Because of the wide range of soil types, construction problems were multiplied. Huge deposits of fine white sand formed the roadbed.

Engineers mixed sand with cement and water on an experimental strip, rolled it and sealed it, then topped it with asphalt.

A dozen or more mixtures were tried until the most satisfactory one was found to be used on the highway.

Brush was used to halt the encroachment of the sand dunes on the road while under construction.

One third of the natural gasoline—made from natural gas — in the United States is produced in Texas.

Highway Halves Trip To Corpus

The Valley now has an "airline" highway to Corpus Christi and other Gulf Coast points.

The new Kenedy county section of the Hug-the-Coast highway reduced the distance from Raymondville to Corpus Christi to 112 miles, compared to a drive of 207 miles which was required some years back.

In the early days of road construction, a motorist had to circle south and west before heading north and east from Raymondville.

Construction of an east-west road between San Manuel and Raymondville later cut the distance to 147 miles.

The new road cut from 35 to 95 miles off former routes between Corpus and the Valley.

The 49-mile road, costing $876,518, or $17,700 a mile, was started with letting of the first contract on October 1, 1935. It was opened on Dec. 17, 1940.

OLD STAGECOACH STAND

The Brownsville depot for the old Brownsville-Point Isabel stagecoach line, started in 1850, was located at 1247 Washington street. It was built by John Webb and by Henry Miller, owner of the Miller hotel. The stage was in operation until 1872, a year after Point Isabel and Rio Grande Railway was constructed.

W. T. LISTON COMPANY

HARLINGEN MISSION

Concrete Pipe

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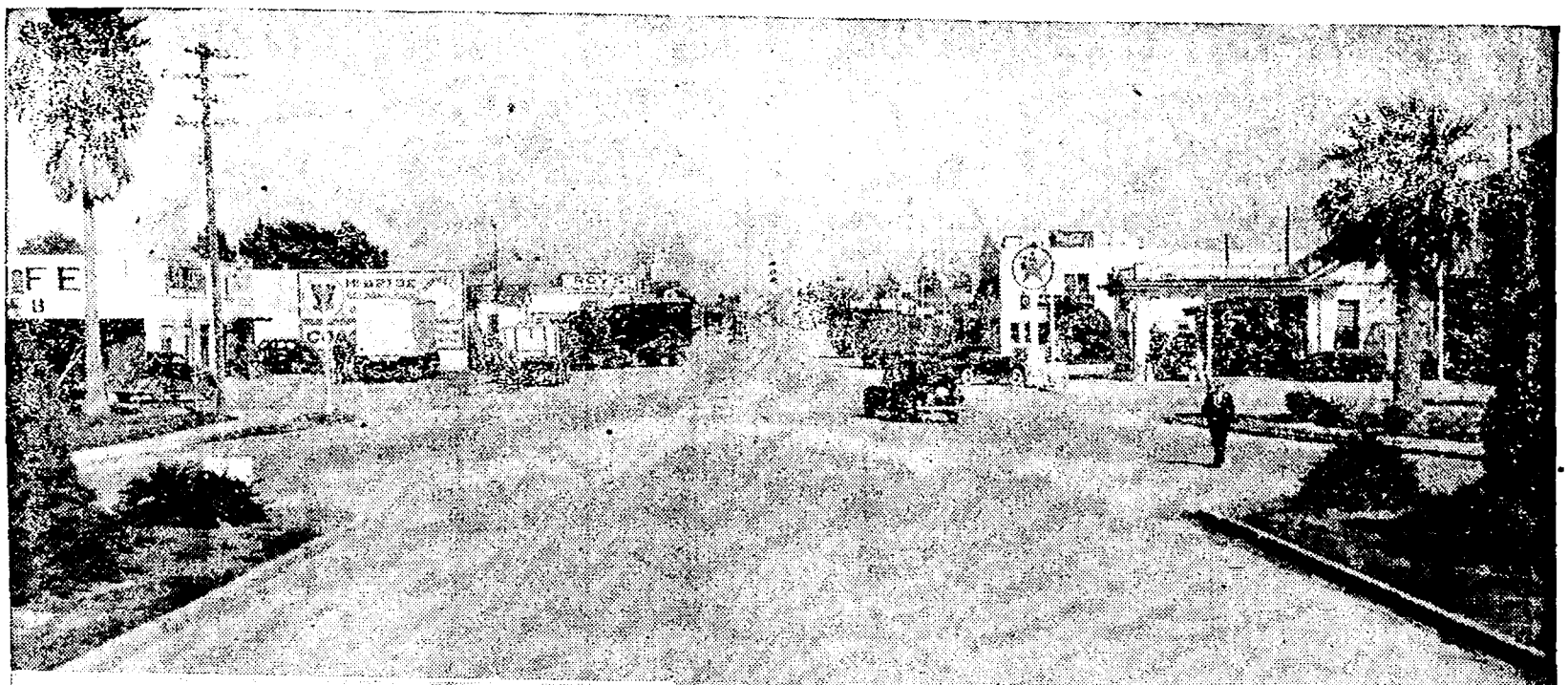
GARDEN POTTERY

We join other industrial organizations and civic leaders in this Great Valley in welcoming members of the Garden Clubs to the 1941 State Convention Here.



Valley's Main Street

The world's longest "Main Street"—with all the attractions of a "main stem"—is located in the Valley.

It is a modern, palm-lined, neon-lighted highway, more than 100 miles long, running through a score of towns from Brownsville through Mission.

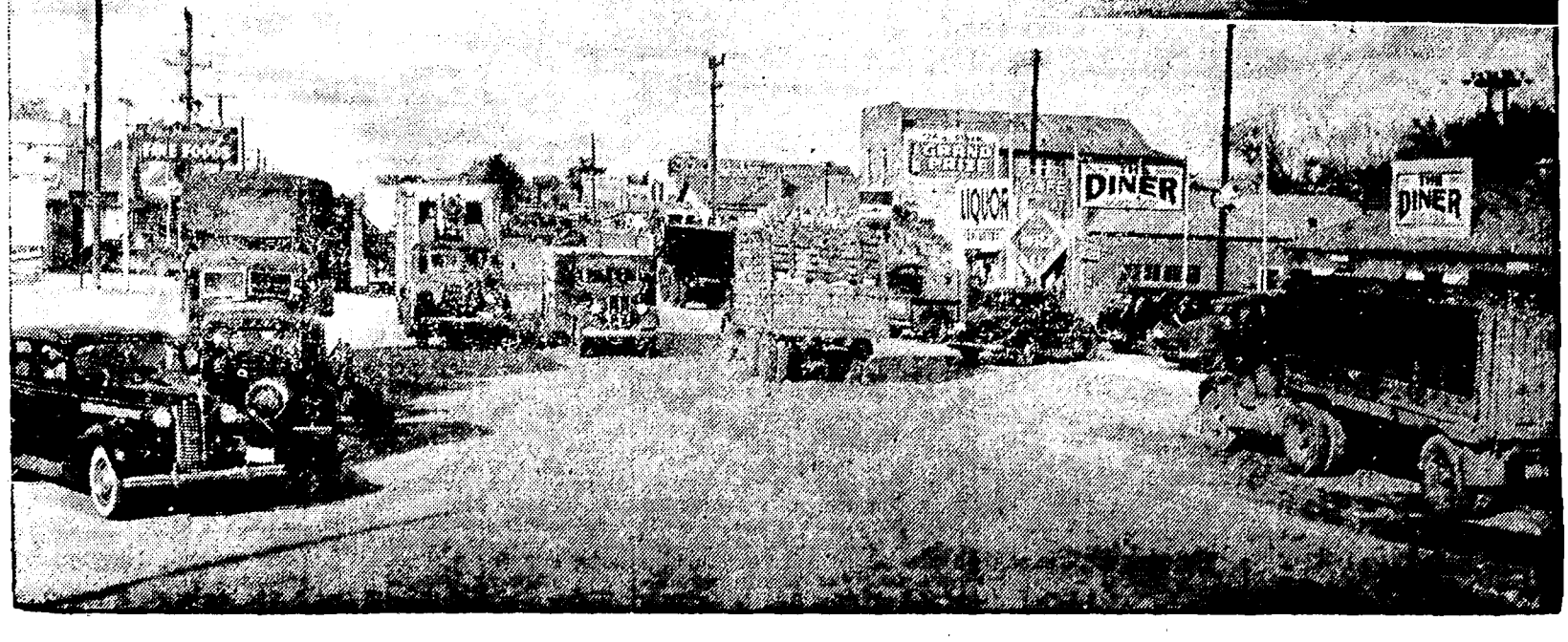
Along its route, edged by handsome houses and luscious citrus groves, the road winds through semi-tropical vegetation, brilliant flowers, just leaving one town when it enters another.

On this "Main Street" have grown up numerous drive-in stands, restaurants, places to dance, fruit and vegetable stands, trailer camps, tourist camps, movie houses (including an outdoor drive-in show), and many other conveniences for the resident and visitor.

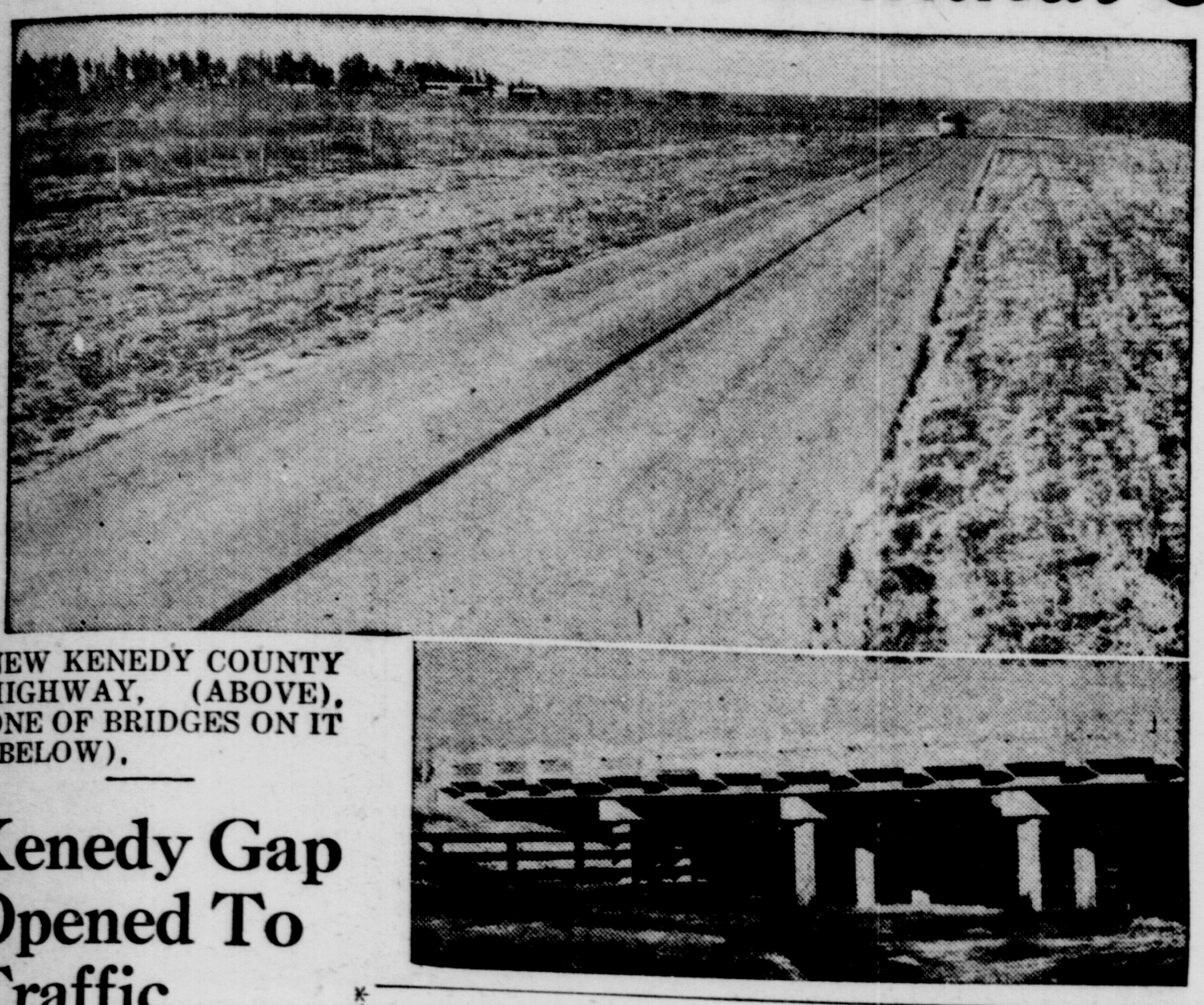
First class modern stores have been established at a number of places along the highway to serve rural residents who are saved a trip into town. This "cross-roads" store is one of the unique institutions to be found in the Valley.

The drive-in food products establishments teem with Valley fruits and vegetables, brought almost directly from the fields to Valley tables.

Photos on this page show typical scenes along the Valley's "Main Street."



Valley Becomes Terminal Of Hug-Coast Route



NEW KENEDY COUNTY HIGHWAY, (ABOVE), ONE OF BRIDGES ON IT (BELOW).

Kenedy Gap Opened To Traffic

AN interstate Hug - the - Coast highway — which may become an international road — shooting 500 miles along the Gulf of Mexico in Texas and for 1700 miles of good road beyond, became a reality with the opening of the Kenedy county link on Dec. 17, 1940.

The motorist can now follow the coast line, with its scenic attractions and bracing, salty air, for nearly 2,000 miles through Texas, Louisiana, Alabama and Florida, clear around the Gulf of Mexico from Brownsville on the western tip to the southernmost tip of Florida on the eastern edge.

Besides this all-Gulf route opened up, the Hug-the-Coast completion will also become a short route to link Latin America with Northeastern United States and Canada.

Along the route are a naval base, six army posts, seven national highways, ten deep water harbors. It parallels the Intra-Coastal Canal for hundreds of miles, and opens a new short route, giving the Valley another trunk line highway.

ISABEL LIGHTHOUSE

For many years the old lighthouse, now a historical monument, at Port Isabel, was the only beacon for navigators on the Gulf of Mexico south of Port Aransas. It was started in 1850, completed in 1852, by the U. S. government, and later acquired by the city of Port Isabel. It served until 1905. The lighthouse was built within what was then known as Port Polk

Deep, Shallow Sands Give Oil

Oil production in Valley fields has been found in sands at depths varying from a few hundred feet to those several thousand feet

Some of the Starr county shallow wells have produced at 400 feet, while some of the deeper Hidalgo county wells struck pay sand at 7,550 feet.

One of the deepest producers was the Union Sulphur Co., Sulphur, La., field, about 33,000 acres around Mercedes. High gravity was found on their No. 3 A-RG, at 7475 to 7550 feet. Ten-thousand-foot test wells have been put down in Cameron county.

Hug-The-Coast Route Was Once Famous 'Salt Trail'

The Valley's newest highway — including the Kenedy county road completing the Hug - the - Coast route—is in fact one of the oldest thoroughfares in Texas.

Opened as a modern paved road on December 17, 1940, the road through Kenedy county was known as "The Salt Trail" for centuries by Indians in Northern Mexico (which included what is now Texas).

The trail got its name from the caravans of natives who toted salt from the great salt lake near Raymondville, a place designated by the Spanish explorers as "Sal del Rey" (The King's Salt).

Early in the 18th century, Diego Ortiz Parrilla moved northward from Matamoros to mark out a road over the old salt trail. In laying out the Hug-the-Coast route, engineers followed pretty much the same trail followed by the early day explorer.

This route was also found to be the most direct and practicable by the army men who moved northward and southward during the trying days from 1832 to 1848.

Later, after Col. H. L. Kinney, founder of Corpus Christi, had followed more or less the same path as a cattle trail, merchants, smugglers, and adventurers moved over it to the bonzana trading posts on the Rio Grande.

Cotton Wagons Roll

With the start of the Civil War, the cotton wagons rumbled along the road to the Rio Grande, for shipment down the river to the ports of Bagdad and Clarksville, free of the blockade.

Freight wagons, huge in size, and now recalled by the giant trucks that travel the main highways, were drawn by 50-mule teams along the trail crowded by ox carts and other vehicles loaded with cotton.

Fences Go Up

When Capt. Richard King and Capt. Mifflin Kenedy acquired the vast acreage that later became the King ranch "kingdom," and divided these lands, King promised Kenedy that no public road would pass through Kenedy's land. That was about 1870. The Indian salt trail was closed.

Fences went up and stayed up, despite years of public protest. Motorists had to wind around the King ranch in traveling between the Valley and Corpus Christi.

Ceding of rights of way by Robert Kleberg for the Kenedy county road marked the beginning of the end of the fenced-up highway. The opening of the Kenedy county highway again restored the old Indian salt trail.

Valley Makes First Foreign Phone Call

The first international telephone call in the United States was made in the Valley.

Records of the Southwestern Bell Telephone company reveal that the first telephone connection between the United States and a foreign country took place in 1883.

The call was made from the police station in Matamoros to an unidentified individual in Brownsville.

The nature of the call and the persons involved has not been revealed.

Established in 1882, the Brownsville telephone system is one of the oldest in Texas.

FIRST BOOK STORE

Brownsville's first book store was located at 1113 Levee street. It was operated by Portilla Pena, who left to join the first Porfirio Diaz revolution, became an officer in the Mexican army and never returned.

STANDARD DREDGING
CORPORATION

80 Broad Street, New York, N. Y.

323 Guaranty Building

GALVESTON, TEXAS

Dredging, Land Reclamation

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Canals

Phone Connections Up 50 Per Cent In 6 Years

Two Bus Lines Serving Valley; Linked To State

MISSOURI PACIFIC BUS

UNION LINE BUS

Served by two main lines, the Valley has seven busses in and seven out daily. In addition, three busses provide intra-Valley service, two between Brownsville and Mission and one between Brownsville and Edinburg.

Newest type, roomy, air-conditioned busses are available on both the Missouri Pacific and the Union bus lines which maintain regular schedules.

The Schedules

The Union bus line operates four busses in and four out daily, between San Antonio, via Harlingen and Willacy county points.

The Missouri Pacific operates three round trips daily between Brownsville and Corpus Christi, via Harlingen.

In addition, the Missouri Pacific operates the two Brownsville-Mission round trips and one Brownsville-Edinburg round trip daily.

Connections in the upper Valley provide bus service to Laredo and other border points to the west.

Time Cut By Road

With completion of the Kenedy county road, bus service time between Brownsville and Corpus Christi was cut by two hours.

The Missouri Pacific launched an "express" bus service which provides a four hour and 20 minute trip between the two cities.

A run between Edinburg and Riviera was also added, making connections with the Express.

FIRST CHURCH

Started by the Oblate Fathers in 1856, the Immaculate Conception church, 12th and Jefferson, Brownsville, is the oldest permanent church building in Brownsville. It was modeled after the famous *Rheims Cathedral*. Chimes for the 340-pipe organ were contributed by Mifflin Kenedy in 1866. The chandeliers were brought from France.

Area Network Brings Lines To 10,000

MORE than 10,000 telephones link the Valley in an up-to-date system of rapid communication.

This represents an increase of about 50 per cent over the number of telephones in service in 1934, indicating the rate of recovery from the depression.

Among First In State

Brownsville, which today has 2200 telephones, was one of the first cities in Texas to have a telephone system. The first telephones were installed in Brownsville in 1881, six years after Alexander Graham Bell put his first telephone into use in Boston.

By 1882 the Brownsville telephone system was flourishing with a total of 60 subscribers.

The first Texas telephone was installed in 1878 in Galveston by Col. A. H. Belo, founder of the *Galveston News*, who saw Bell's exhibit at the Philadelphia Centennial exposition.

The Valley's telephones, in Brownsville, were the first to change from the old "crack" magneto type telephones to the improved modern common battery—lift-the-receiver—type.

Early history of the Brownsville exchange and other South Texas exchanges is somewhat obscure. A storm in 1886 wrecked the outside pole lines in this section, and the following year the exchange was abandoned.

Steady Growth

More recent history of the telephone in the Valley shows steady growth. In 1931, a new telephone building was erected in Brownsville and a new switchboard and other telephone equipment were installed. In 1928, the exchange at Edinburg, which at that time had 400 telephones, was changed from magneto operation to common battery. That same year an exchange was started at Edcouch and a new building was put up at Weslaco.

50 Per Cent Rise

The depression cut the number of telephones in the Valley as it did in other parts of the country. The Valley's total dropped to 6900 by 1934. Since that time, however, the total has grown to 10,000, and increased approximately 50 per cent.

Ancient Engine Recalls Start Of Early Railway

A relic of one of Texas' oldest railways—recently passed into history—remains as a museum piece at the Brownsville chamber of commerce park.

It is a wood-burning locomotive that ran on the narrow-gauge railway which used to operate between Brownsville and Port Isabel as early as 1872. Converted to standard gauge, the line was operated until 1940, when it was purchased by the Missouri Pacific lines and service discontinued.

Many Years Ago

Although out-of-Valley railway service was started in 1904, the Valley had its Point Isabel and Rio Grande Valley railway as early as 1872. A charter for this venerable line was granted as far back as 1853.

The Rio Grande Railway Co. was incorporated Oct. 1, 1866, including among its founders Mifflin Kenedy and Richard King, whose Rio Grande packet boat line was doomed to die with inauguration of the overland service.

In 1871, Celaya Brothers constructed a 22-mile line which made its first trip in 1872. The first engine, a four-wheeler, had a vertical boiler.

The line had a tempestuous history, facing abandonment several times. In 1921, after a Valley-wide drive to raise funds, the road was improved to standard gauge. In 1924, Sugarland interests headed by W. T. Eldredge acquired the line. It changed hands again before the final purchase by the Missouri Pacific, which rerouted the two terminals to connect with MP trunk lines for direct service to Port Isabel and Port Brownsville.

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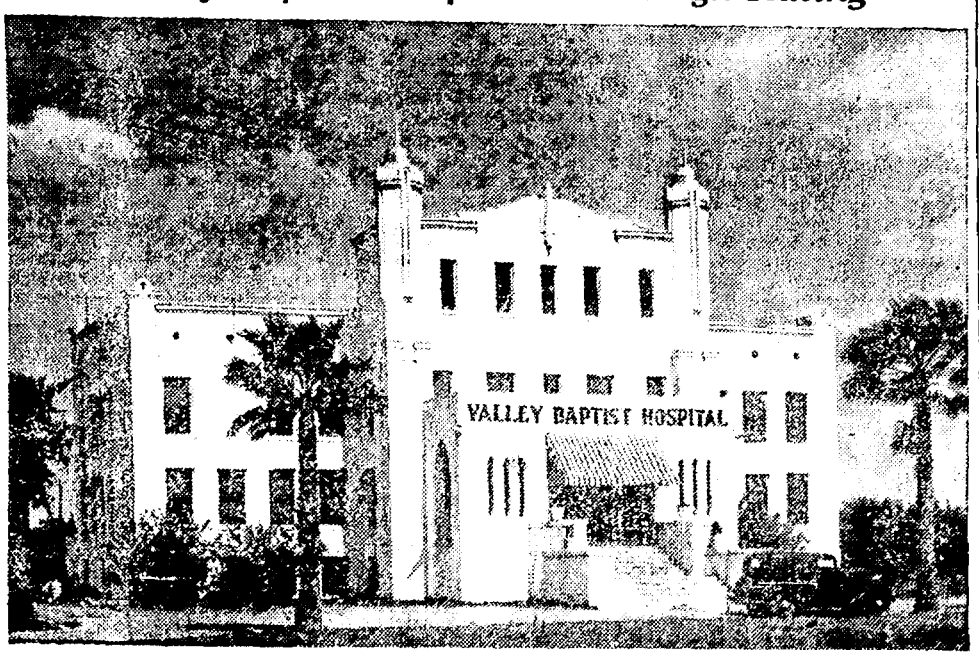
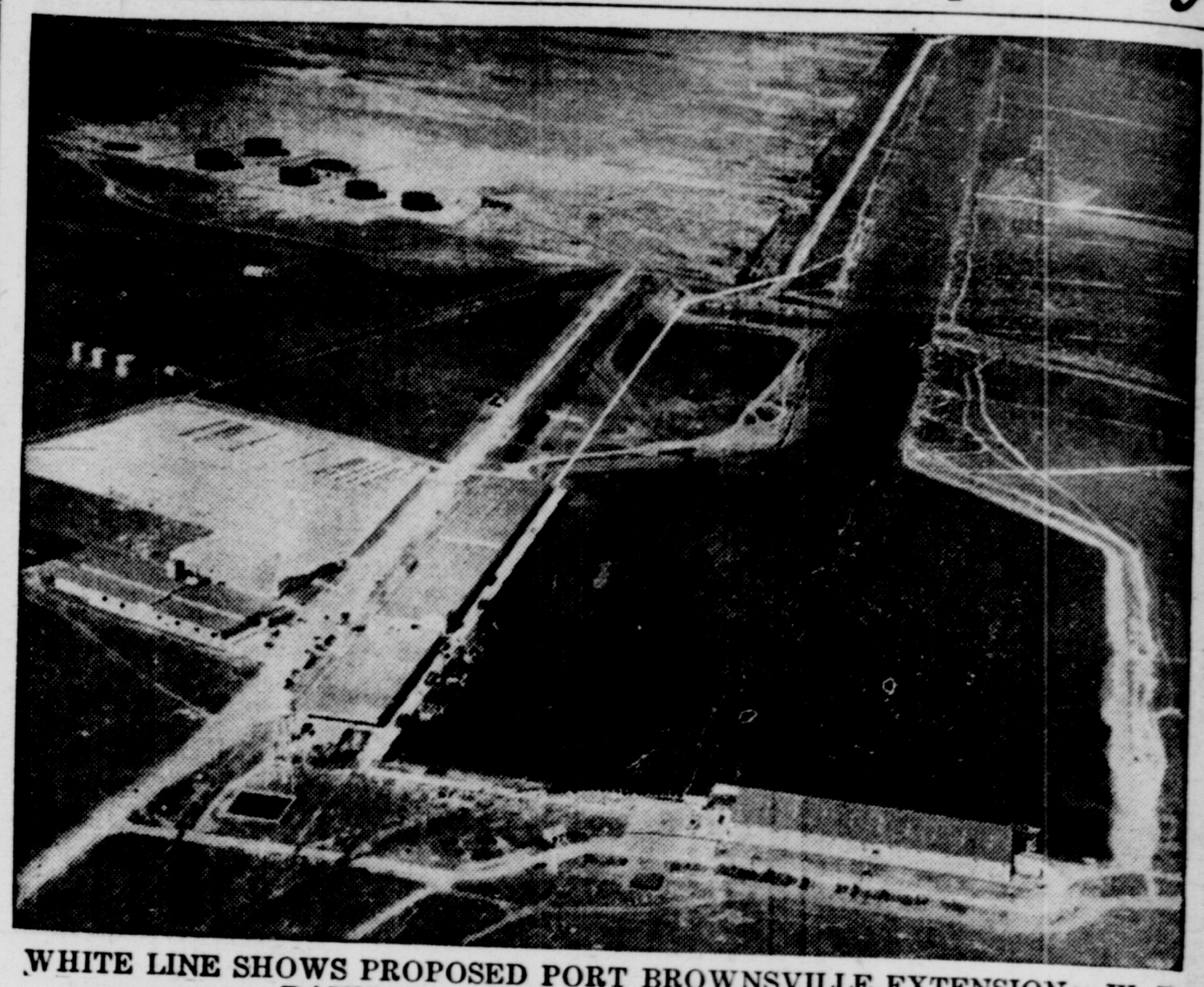
Valley Baptist Hospital Has High Rating



Equipped with every facility for the care of its patients, the Valley Baptist Hospital has won an enviable reputation among members of the medical profession throughout the South. It is located in Harlingen, amid pleasant surroundings, free from noise.

Improvements Nearly To Triple Port Capacity

SHIP ENTERING CHANNEL



WHITE LINE SHOWS PROPOSED PORT BROWNSVILLE EXTENSION;; W. R. DAVIS OIL TANK FARM IN BACKGROUND

Deepening, Widening On Slate

INCREASE of usable turning basin capacity to two-and-one-half times the present capacity is on the 1941 program for the Port of Brownsville.

The program calls for widening and deepening the Brownsville ship channel, perpetual federal maintenance of a 34-foot entrance channel at Brazos Santiago pass, and widening and deepening of the north side of the Brownsville turning basin for approximately one mile.

Three More Wharves

Enlargement of the turning basin and adjoining ship channel, as proposed, will make it possible to build three more wharves, one large open dock, three oil docks and other harbor facilities. At present the basin has wharves and one oil dock.

The north side of the turning basin would be extended to a length of 2640 feet, of which 1300 feet will be 1000 feet wide and 1340 feet will be 600 feet wide. The south side of the turning basin will remain as at present

Widen Channel

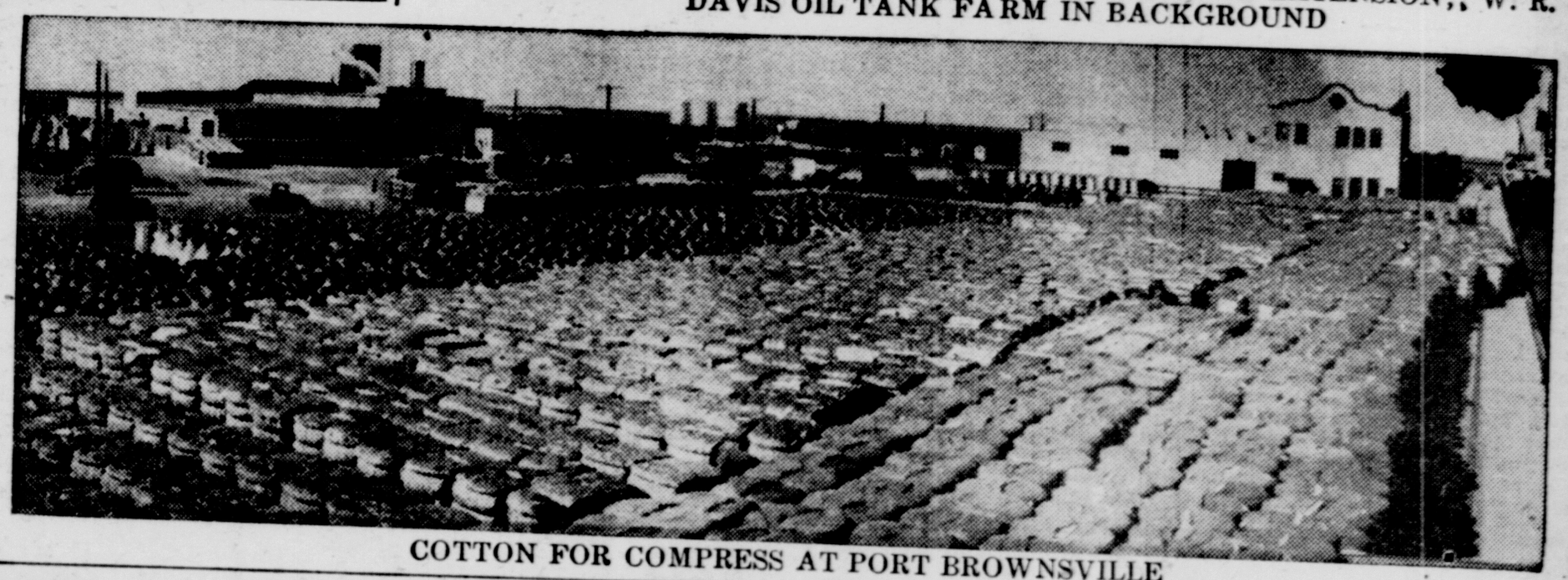
The ship channel will be widened from a point where it enters the turning basin to a bottom width of 300 feet for a distance of 3800 feet.

In addition, the program calls for widening the channel to 200 feet, bottom depth, from the entrance channel at Brazos Santiago pass to the point where it will spread to 300 feet as it approaches the turning basin.

Deepening Planned

The program as outlined by port authorities also includes deepening of the ship channel to 32 feet below mean low tide, designation of an official depth of 32 feet, and maintenance in perpetuity of the channel at that depth by the federal government.

This would further entail perpetual maintenance of a channel 34 feet deep, with three feet overdepth, across the bar and throughout the entrance channel between the jetties.



COTTON FOR COMPRESS AT PORT BROWNSVILLE

Three Major Railways Serve Valley

MILLER HOTEL

Many famous personages made their home at this historic hostelry, still operated at 13th and Elizabeth, Brownsville. It was built in the early 1850's. Among those who have stayed there were Robert E. Lee, Ulysses S. Grant, Zachary Taylor, William Worth, Phil Sheridan, General W. C. Gorgas, Rip Ford, General H. P. Bee, General Henry Roberts, General J. E. Slaughter, and General Lew Wallace.

Two Go North, Third Makes Mexico Trip

FIRST class railway service links the Valley with the rest of the United States and with Mexico.

Three major rail lines — Southern Pacific, Missouri Pacific, and the National Railways of Mexico—maintain daily schedules to the Valley.

Two Missouri Pacific passenger trains and a Southern Pacific train depart and arrive daily, connecting with all other major lines to provide rapid transportation to every part of the United States.

Trains To Mexico

The National Lines of Mexico runs one train a day in and one out of the Valley region—on the Mexican side—with main stops at Matamoros, opposite Brownsville, and Reynosa, south of McAllen. These trains join the main line at Monterrey, providing 36-hour transportation from the Valley to Mexico City. At Monterrey connections are made with the main Laredo-Mexico City line.

Many Freight Trains

In addition to the passenger facilities—and perhaps more important from an economic standpoint—the railroads run numerous freight trains in and out of the Valley. These bear a large part of the Valley's varied natural products, principally citrus fruits and many kinds of vegetables, canned fruit juices and vegetables.

TELEGRAPH LINE

The first permanent telegraph line connecting the Valley with points outside was completed in 1871. It was the Western Union line between Brownsville and Corpus Christi.

Huge Jetties Flank Channel

The mile-long jetties that guard the entrance to Brazos Santiago pass off Port Isabel are monuments to many years of struggle against the ever-recurring sand bar, now effectively checked.

Building of jetties at Brazos pass started in 1882. The bar formed again.

In 1926, jetties 1600 feet were built and the dredge Absecom dug a 16-foot channel.

With digging of a 30-foot channel, construction was started in 1934 on the present jetties, which represent an expenditure close to $3,000,000.

The jetties are 14 feet wide at the top, with core rock extending 15 feet on each side.

About 112,000 tons of riprap rock, 184,000 tons of core rock, and 154,000 tons of cover rock were used. The stone was taken by rail to Port Isabel and crossed on barges.

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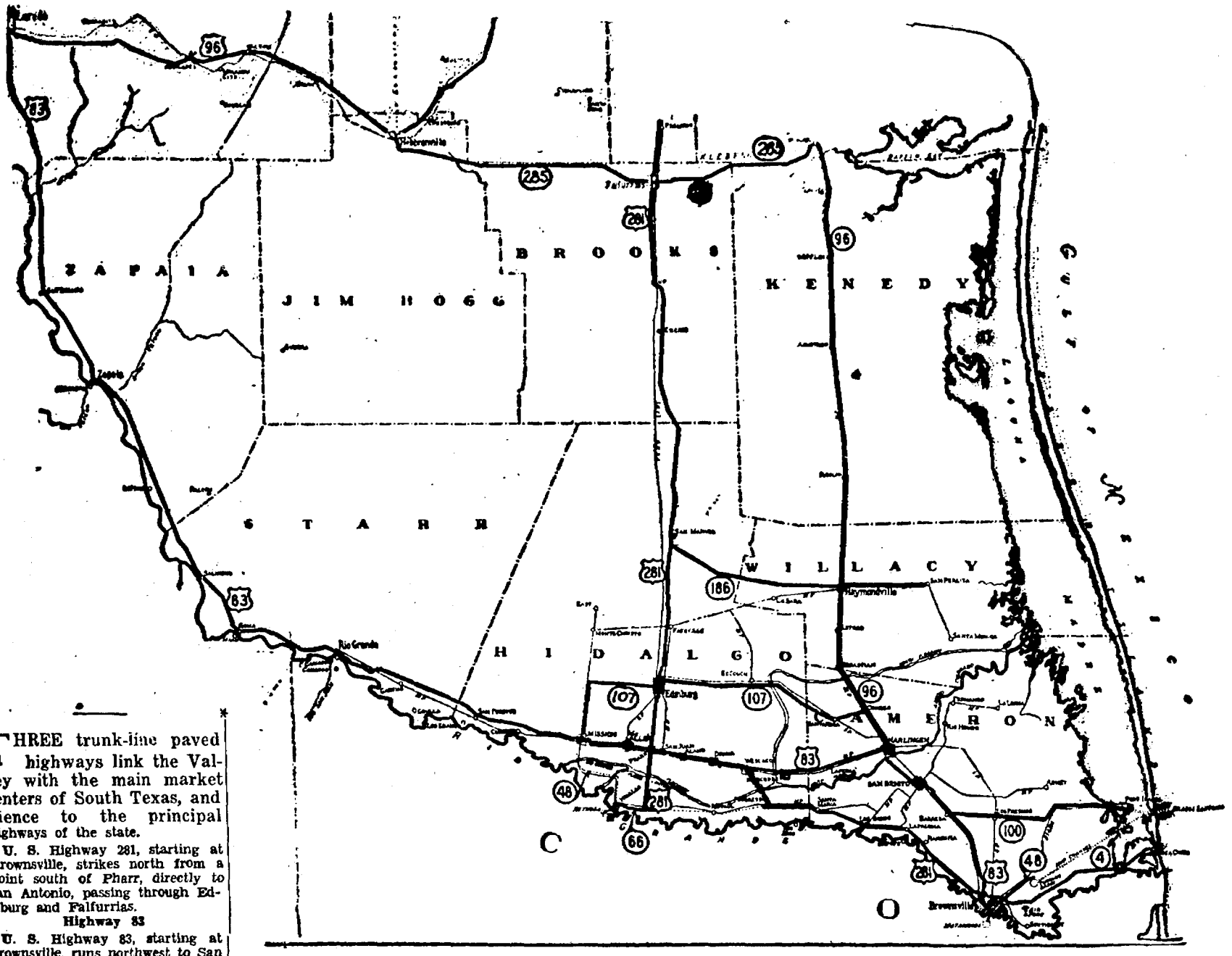
3 Trunk-Line Highways Link Valley and State



MAP SHOWING NETWORK OF VALLEY HIGHWAYS

THREE trunk-line paved highways link the Valley with the main market centers of South Texas, and thence to the principal highways of the state.

U. S. Highway 281, starting at Brownsville, strikes north from a point south of Pharr, directly to San Antonio, passing through Edinburg and Falfurrias.

Highway 83

U. S. Highway 83, starting at Brownsville, runs northwest to San Benito and Harlingen, west across the Valley through Rio Grande City, and roughly parallels the Rio Grande to Laredo.

State Highway 96 is the same as U. S. 83, to Harlingen, whence it extends north through Raymondville and Willacy county, through Kenedy county, to Kingsville. It is part of the famous Hug-the-Coast highway that parallels the Gulf of Mexico shoreline for hundreds of miles, through Houston, Orange and other important centers.

Other Routes

In addition to these trunk line highways, there are several other intra-Valley routes, maintained by the state highway department.

Among these:

State Highway No. 4 links Brownsville and the Gulf of Mexico beach resort at Boca Chica and Del Mar.

State Highway 48 runs from Brownsville to the turning basin.

Coastal Road

State Highway 100 connects State Highway 96 (U. S. 83) at Barreda with Los Fresnos and Port Isabel.

State Highway 107, from State 96 at Combes, through Santa Rosa, Edcouch, with Edinburg on U. S. 281, and continues west into Hidalgo county and south to Mission.

State highway 186 links Raymondville with U. S. 281.

Galveston originally was laid out in 1836 by a Canadian, Col. M. B. Menard, who came to Texas in 1835. It is now the site of an annual Oleander Festival.

First-Class Facilities For Handling Oil And Bunker Fuel Built At Valley Ports

Valley seaports—Brownsville and Port Isabel—boast first rate facilities for handling oil, now a major "crop" of the Rio Grande Valley.

The huge W. R. Davis Co., Inc., tank farm at Port Brownsville, the tank farm and refinery of the Coastal Refineries, Inc., at Port Isabel, the Texas company bulk station at Brownsville, complete bunkering facilities, are among features of oil-handling at the Valley ports.

Two Pipelines

One pipeline—the Valley pipeline—now feeds terminals at Port Isabel and Brownsville. A second one, the Davis pipeline, will pump oil directly from the large Davis and the Continental holdings in the Rincon (Starr county) field. Construction cost of the new pipeline, 120 miles long, is expected to reach $1,000,000.

One of the first industrial plants built at the Brownsville turning basin after the opening of the port in May, 1936, was the Texas Company's bulk station. It consists of three tanks—two for gasoline and one for kerosene—with total capacity of more than 1,000,000 gallons, a pumping plant, loading rack, office building and switch tracks. The fuel is brought to Port Brownsville on tankers, and distributed throughout the Valley by tank car and tank truck.

Heavy Investment

W. R. Davis Co., Inc., which began operations in the Valley early in April, 1940, now has investments running into millions of dollars at Port Brownsville and Valley producing fields. The new pipeline will probably make necessary an extension of the big storage tank farm at Brownsville, and foundations have already been laid for additional tanks.

At present, the Davis firm has one 55,000-barrel tank for "C" grade fuel oil, used in bunkering vessels; two 55,000-barrel tanks for Rincon crude oil; three 80,000-barrel tanks for crude oil; and one 10,000-barrel storage tank for crude oil or petroleum derivatives, a total storage capacity of more than 400,000 barrels.

A first-class pump station has an average capacity of 7,000 barrels an hour. A record equal to that of any major port on the Atlantic seaboard was set at Port Brownsville when a tanker took on a cargo of 80,000 barrels of crude oil in 11 1-2 hours.

First-Rate Facilities

This speedy loading of oil cargo is made possible by up-to-date facilities at Port Brownsville wharves. A ten-inch bunker line under the wharves, with a fuel line at each berth, can bunker freighters without a moment's loss. The vessels refuel while they are discharging and taking on cargo. Four ships can be bunkered at the same time with the line and pumps installed at Port Brownsville.

Besides, the Davis firm built an unloading rack with 12-tank car capacity, capable of unloading 450 barrels an hour. This was installed when the original Valley pipeline was running to capacity and additional provision had to be made for handling the Valley production.

Stimulate Production

In this connection, the Davis company recently announced intentions of utilizing its own pipeline to stimulate increased production among the smaller operators in the Valley by providing adequate transportation, at reasonable rates, for many who now find it difficult to move oil to market.

Construction of a refinery by the Davis firm at Port Brownsville may become a reality during 1941, company officials have indicated.

MARKET SQUARE

The old city hall and market house in Brownsville was built in 1852 with plans drawn in 1850. Old-timers recall the belfry in which a bell used to ring at 6 a.m. daily to announce opening of the market.

Detailed Oil Report Compiled By Expert

Keeping the oil world informed on Valley leasing, drilling and other petroleum activities in this region has become a specialized field in its own right.

Pioneer in this work is J. R. Beard of McAllen, who has been a close observer of the Valley oil picture since the opening of the Samfordyce field in 1934.

Mr. Beard and his staff gather detailed information daily and compile it into weekly comprehensive reports on South Texas oil developments.

In his McAllen office, Mr. Beard maintains a staff of draftsmen to turn out detailed maps of interest to oilmen.

Texas temperatures vary so widely that at one time when northern points were registering nine degrees below zero, Valley thermometers showed 95 degrees above zero.

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First County Commission Acted On Transportation

Transportation — one of the major factors in Valley development—was the principal topic discussed at the first meeting of the Cameron county commissioners.

The meeting took place Sept. 11, 1848, at Santa Rita, the first county seat.

Permits Granted

Among permits granted were the following:

John Webb, license for Brownsville ferry; P. C. Shannon, Freeport ferry; J. H. Clay, ferry at Mansfield; R. E. Clements, ferry from mouth of the Rio Grande to Burrita; P. J. Mahan, ferry across Boca Chica; M. Browne, ferry from Brazos Santiago to Padre Island.

Rates were established on ferry service, open to all, from Port Isabel to Brazos Santiago.

Highway Surveyed

Survey of a public highway from Brownsville to Santa Rita was ordered, and later Hugh McCarty got a permit to build a bridge at Santa Anna's canal, near Boca Chica.

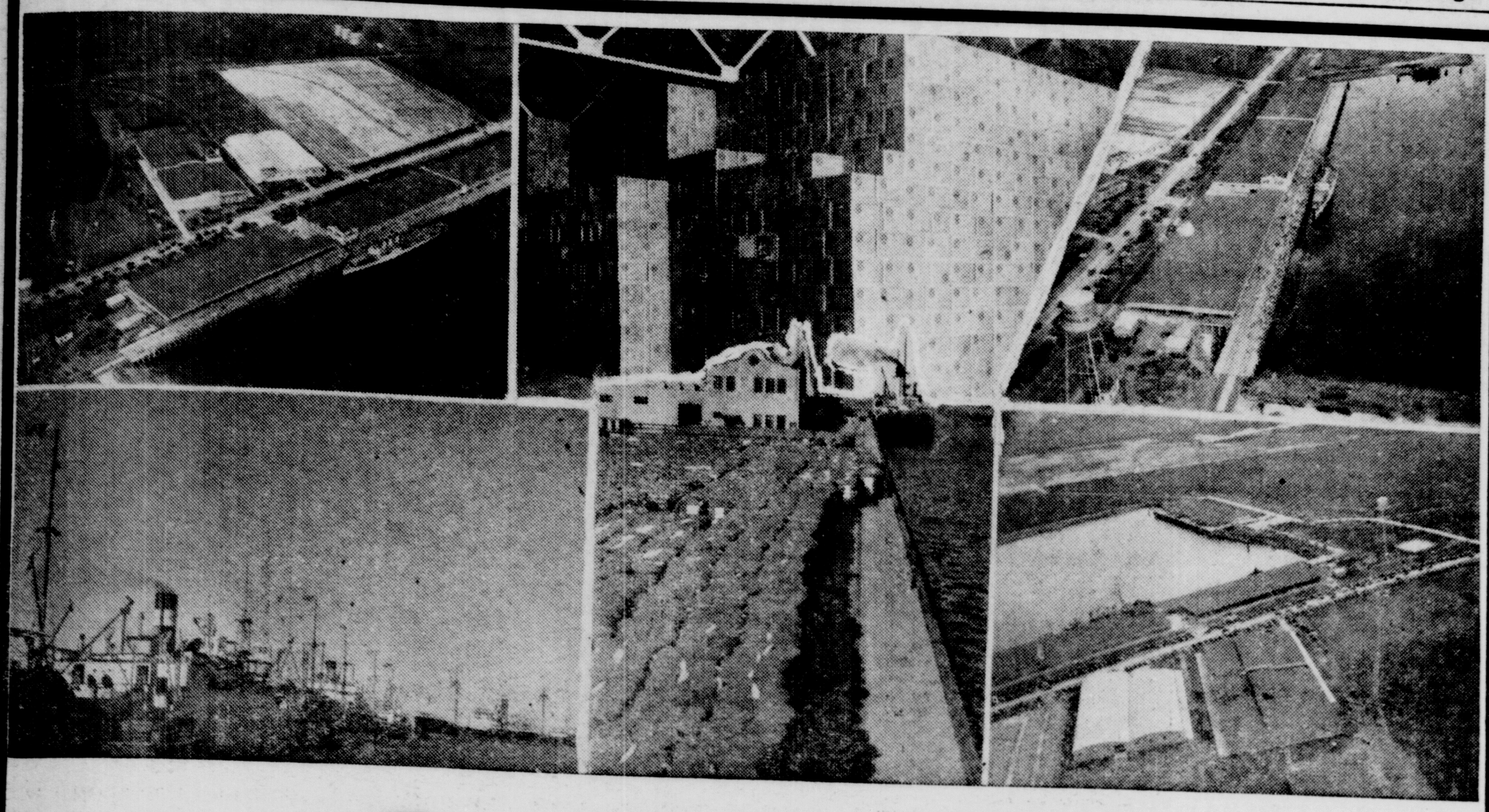
During the first year, 11 road districts were created, and Clark and Gernwell got a permit for a bridge across the "Little Rio Grande." The "Little Rio Grande" was a resaca, north of the river, between Brownsville and the mouth.

Three Towns Born

Santa Rita was acquired in 1834 as a river "banco" by John Stryker of Matamoros. In 1846, most Americans in Matamoros moved to Stryker's ranch, which became a village and the first county seat.

Three new towns were later created — Brownsville, Freeport, and Mansfield, on the banks of the river. Brownsville, the only one that prospered, later became the county seat.

The site of Santa Rita was acquired by James Crogan and Simon Messina, who laid out a new town called "Villanueva de Santa Rita."



Progress

WE ARE PROUD of the Rio Grande Valley's progress during the past few years, and . . . . we are especially proud of the specific part the Port of Brownsville has played and will continue to play in the steady and sound growth of South Texas at large and the Rio Grande Valley in particular.

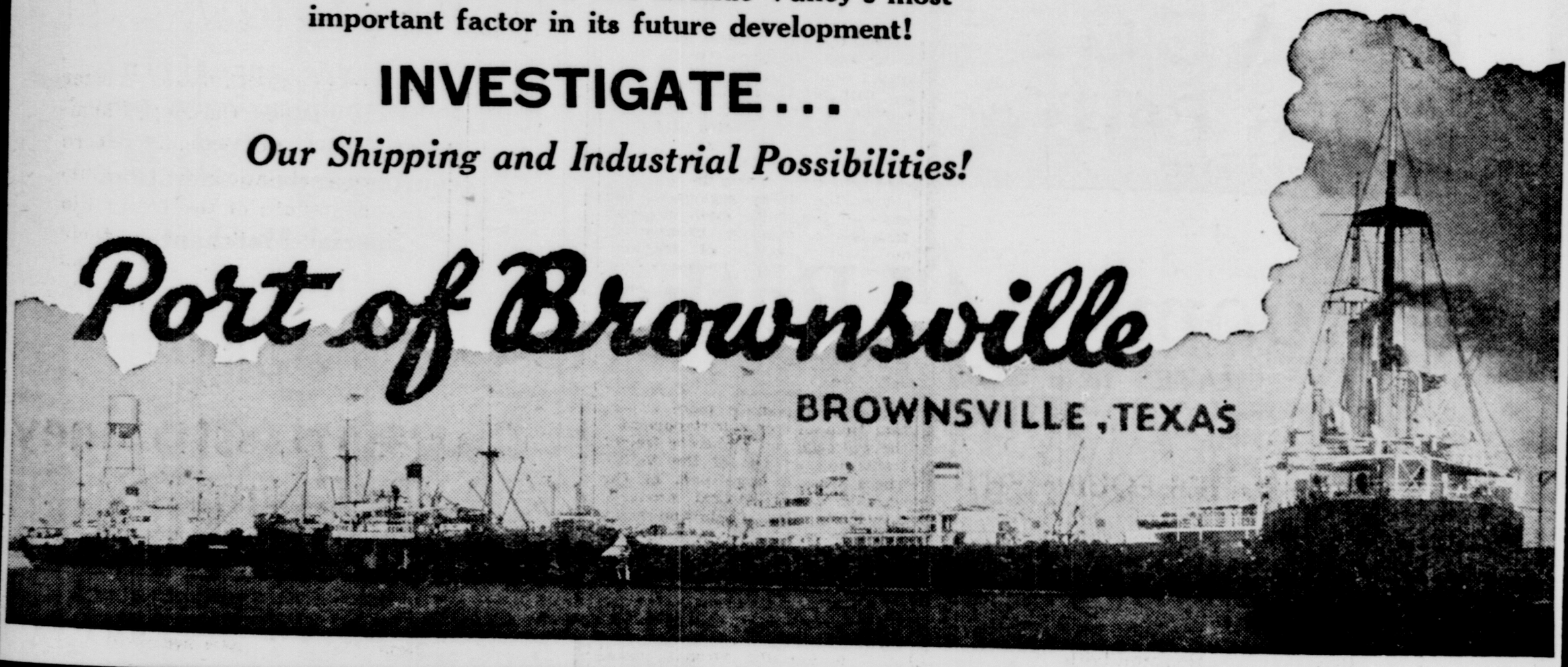
THE PORT OF BROWNSVILLE was created to give this particular section the advantages of low cost water transportation and it has performed this function in a most admirable way—an actual saving of several million dollars in transportation charges.

THIS MARINE HIGHWAY to world markets constitutes a factor of immense economic importance to this section. Transportation by water has brought the Valley producers, shippers, and receivers within relatively easy reach of the great markets of the Eastern Seaboard—the Pacific Coast—and the old World. With the passing of the years this paramount advantage in increasing degrees will be made manifest by many accelerated agricultural and industrial activities that could never flourish here without the availability of low cost water transportation to and from major markets.

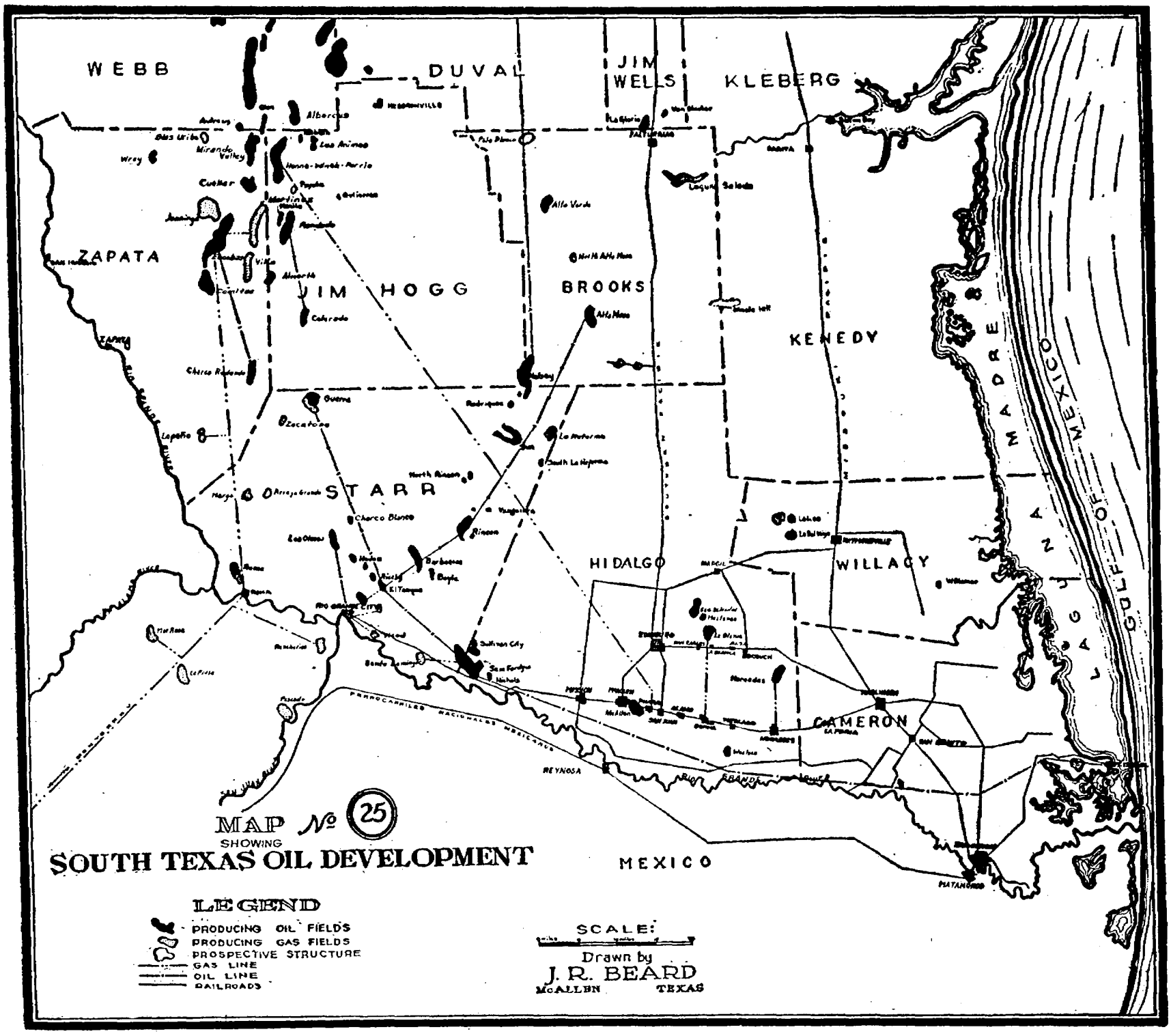
This port is the Lower Rio Grande Valley's most important factor in its future development!

INVESTIGATE...

Our Shipping and Industrial Possibilities!



Petroleum Surges As Major Valley Industry



Valley Gets Valued Fuel In Natural Gas Findings

Development of oil deposits brought the Valley benefits in the form of a "by-product" that has become a major fuel resource—natural gas.

Not only as domestic fuel, but as an important adjunct in commercial and industrial development, the almost unlimited supply found in the Valley has added another factor to assure continued growth of this section.

Gas is being used in widespread Valley enterprises, including orchard heating, brick and tile manufacture, dehydration plants, and in many other fields of endeavor.

Valley gas has been found to be of especially high quality—what the technical men call "hotter"—adding to economy of its use.

Another important "by play" of the Valley's oil industry is the recycling plant put in by the Gulf States Oil Company in the San Salvador field 10 miles north of Edinburg.

The recycling plant makes it possible to extract fuel distillates without wasting the gas, which is returned to natural storage for future use.

The recycling process can also be used in "activating" strata of sand which bear oil without gas pressure. The gas is pumped into the oil sands, providing a flow of petroleum without surface pumps.

Principal gas producing areas in the Valley are located in the Jennings, Escobas, Villa, Comitas field in Eastern Zapata county, Lepeno in southern Zapata, Arroyo Grande, Margo, Zacatosa, Haden, Rio Grande City, Wood, and Santo Domingo fields in Starr county.

* * * * * * * * *

WITH activity in every Valley county, a refinery at Port Isabel, several tank farms, and continued exploration, the production of oil has rapidly become a major industry in the Valley.

From a dribble of petroleum found in Starr county sands as early as 1929, the production in the Valley has risen to a maximum allowable averaging 350,000 barrels monthly, and more than 800 barrels daily.

Twenty-Two Fields

Twenty-two producing fields, with about 560 wells, are turning out the Valley's oil in a steady flow under regulation of the state railroad commission. Fields are located in Starr, Jim Hogg, Hidalgo, Willacy and Brooks counties, with exploration in progress in Cameron county.

Rincon field in Starr county has the largest allowable, more than 100,000 barrels monthly, although other fields have more producing wells. Second in rank is the Colorado field in Jim Hogg county, which has 106 wells, 25-barrel rating for each well, and a monthly maximum allowable of approximately 60,000 barrels.

Where Located

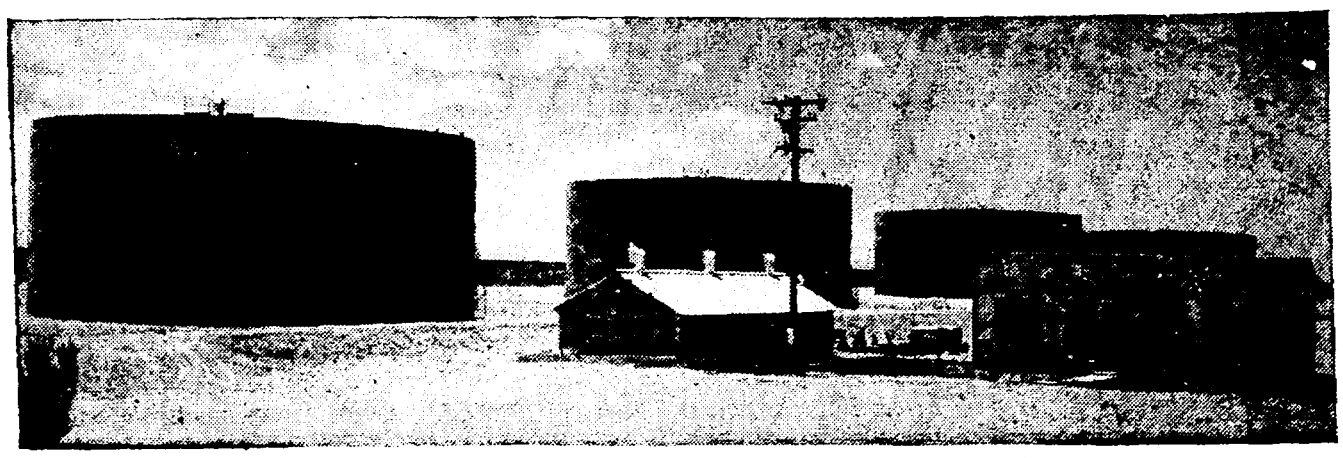
A list of Valley producing fields, county of location, with the number of wells in each, follows.

Alta Mesa, Brooks, 21; Barbacoas, Starr, 2; Boyle, Starr, 6; Colorado, Jim Hogg, 106; El Tanque, Starr, 16; Guerra, Starr, 13; Gutierrez, Jim Hogg, 1; Kelsey, Jim Hogg, 78; Los Olmos, Starr, 73; Nichols, Hidalgo, 1; Ricaby, Starr, 9; Rio Grande City, Starr, 15; Rincon, Starr, 48; North Rincon, Starr, 3; Roma, Starr, 1; North Samfordyce, Hidalgo, 6; Samfordyce, Hidalgo, 93; Sullivan City, Hidalgo, 18; Sun, Starr, 43; Willamar, Willacy, 1; Yzaguirre, Starr, 1; La Gloria, Brooks, 1.

OLD JAIL

The first county jail of Cameron county was located at 531 Thirteenth Street. It was built in 1848. The land on which it stood was acquired by the Francisco Yturria estate.

First enrollments in the University of Texas were registered on September 15, 1883.



W. R. DAVIS OIL TANK FARM AT BROWNSVILLE PORT

Huge Sums Are Spent Locating Valley Pools

Millions of dollars have been spent in the Valley under the impact of oil development that today finds drilling in progress throughout the area.

Wildcatting, which spread into every Valley county during the 10 years of growing petroleum production, has been to a great extent supplanted by an organized drilling program in proven fields.

Tests, however, continue in relatively untried areas of Willacy and Cameron counties. The Cameron tests are principally deep drillings, in search for possible oil-bearing strata around the 10,000-foot level.

Large operators—including major oil companies—are now playing a leading role in Valley oil, acquiring more and more acreage as small independents move out of the picture.

Among the larger firms to enter the Valley field on a large scale is the Continental Oil Company, which purchased a large share of the W. R. Davis Company interests in the Rincon field of eastern Starr county, for a price in the neighborhood of $6,000,000. Continental also acquired the Davis gathering system and pipeline there.

Other major operators include Humble, Sun, Phillips and Standard of Texas.

Willacy county drilling has been intensified, particularly in the new Willamar area, opened by the Pan American Production company's No. 1 Garcia, 18 miles east of Raymondville.

Another new recent development is the program of gas distillate well drilling, to 10,000-foot levels, between Pharr and McAllen.

Valley Served By Two First Class Seaports

Brownsville, Port Isabel Area Outlets

TWO first class, modern seaports — one at Port Isabel and one at Brownsville — serve the Valley.

The recent history of deep water development parallels the giant strides taken in industrial, commercial and agricultural development of the Valley.

Brazos Santiago pass, for hundreds of years a key point in Gulf of Mexico navigation, connects the Port Isabel and Brownsville channels to ports of the world.

From Over World

Ships from all over the world have visited the Valley's ports during the half dozen years of their existence.

Mile-long jetties, 1200 feet apart, guard the Brazos Pass channel, which is 300 feet wide and 34 feet deep.

A channel from the pass to Port Isabel, opened July 30, 1935, has a minimum top width of 25 feet at the water line and bottom width of 100 feet. The channel, 30 feet deep, is four-and-a-half miles long, of which three miles is used by both Brownsville and Port Isabel.

Opened In 1936

Brownsville's port was officially opened May 16, 1936. A 17-mile channel from Brazos pass, 250 feet wide at the water line and 100 feet wide at the bottom, is 28 feet deep.

Modern oil docks, tank farms, and bulk handling plants, in addition to an oil refinery at Port Isabel, are located at both ports.

Pipelines connect the Valley ports to the Valley oil fields..

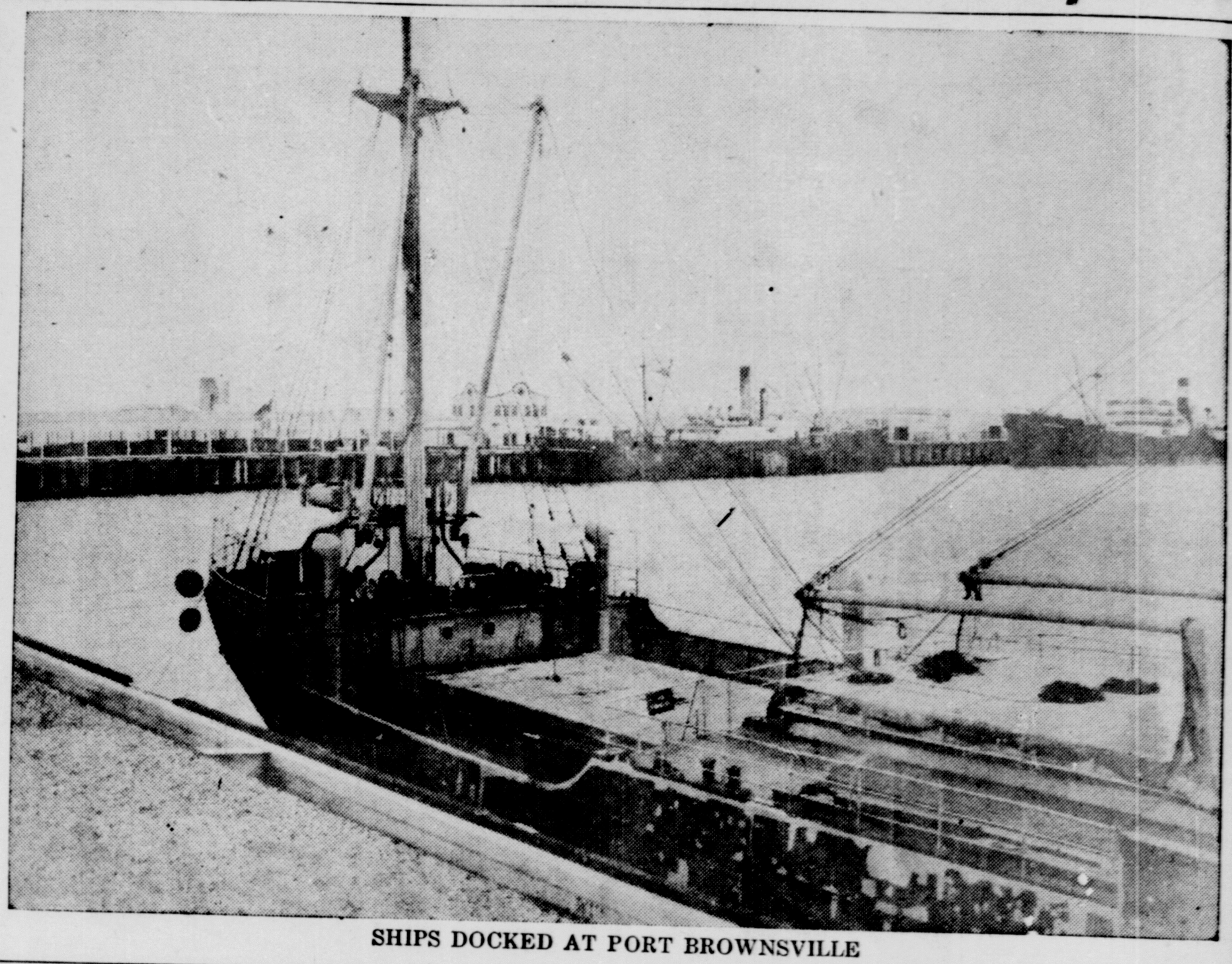
Fine Wharf Facilities

Besides both ports' modern fireproof wharves and warehouses, additional facilities at Port Brownsville include shipside pre-cooling and storage plants for vegetables and fruit; super high-density cotton compress and concentration plants; two federal and state bonded public merchandise warehouses; 10-acre bonded storage yard for bulk commodities; complete bunkering facilities under all wharves permitting ships to refuel while loading cargo; unloading facilities for tank cars with 12-car capacity; a castor bean shelling and packing plant; a molasses bulk handling plant.

Big Investments

Direct highway and rail transportation, on trunk lines, link the rest of the Valley with the deep-water ports.

Investments at the two ports are estimated at around $8,000,000.



SHIPS DOCKED AT PORT BROWNSVILLE

The value of products passing through the ports runs into many millions of dollars annually.

University of Texas geologists have found evidence near Austin indicating that huge sea monsters inhabited the region some 70 million years ago.

EARLY RAILROAD

One of the first railroads, not built for commercial operation, however, was functioning in the Rio Grande Valley in 1867. It was built by General Phil Sheridan to transport army supplies down Brazos Island, from the northern tip to the mouth of the Rio Grande.

HOTEL EDINBURG

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Special Merchants Luncheon

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EDINBURG COFFEE SHOP

In Connection with Hotel

Harold Blagg Jack Campbell

Valley Boasts 900 Miles Of Paved Highways

Part of Road System Now Three-Laned

THE Valley boasts one of the finest systems of highways in Texas — approximately 900 miles of pavement in a strategically-linked network.

In addition, there are hundreds of miles of graded, gravel-topped roads that provide communication for practically every part of the region.

Reflects Development

This splendid network of modern highways — including a 44-mile stretch of three-lane road — has grown with the Valley, and reflects the phenomenal development of the last 20 years.

In 1920, when the road-building program got under way on a large scale to "pull the Valley out of the mud," two 15-foot-wide strips of concrete were in use in Cameron county. One six-mile span linked San Benito and Harlingen and the other pushed six miles north from Brownsville, ending abruptly on the old untopped road.

Hidalgo Gets Going

Shortly afterward, Hidalgo county launched a road-building program, and within a few years, long fingers of concrete and asphalt were poking deep into the Valley in every direction.

Today Hidalgo leads Valley counties in total mileage of paved roads, with approximately 440 miles. Cameron is second with about 320, Willacy third with 90 and Starr fourth with 60.

FIRST COURTHOUSE

The first Cameron county courthouse was built in 1849 and was located at 1201 Elizabeth street, Brownsville, at the corner of Twelfth street, now occupied by a business building.

THREE-LANE HIGHWAY IN RIO GRANDE VALLEY

New Road to Provide Direct Port Highway

One of the newest stretches of Valley highway scheduled for construction is the direct route to link the military road with the Port of Brownsville, touching Olmito on the main Brownsville-San Benito highway.

In December, 1940, a road district was formed, and bonds in the amount of $365,000 were voted for the new route, which would provide a direct line for traffic from the military highway to the port.

Approximately 13 miles long, the new stretch of road would start at Cavazos on the military road.

BIGELOW HOME

One of the first homes in Brownsville was built by Israel Bigelow in 1859, at 908 Levee street. Mr. Bigelow was the first county judge of Cameron county and a prominent figure in early development of the section.

Roma Began Life As Garcia Ranch Center

Roma, about 14 miles west of Rio Grande City, is one of the historic communities of the Valley.

Founded in 1848, as the American occupation moved up the Rio Grande, it is opposite Mier, on the other side of the boundary stream.

Prior to that time, the site was known as the Garcia ranch.

U. S. Aid Provided For Texas Highways

Federal aid was provided on 1,227 miles of Texas roads during the last fiscal year. The total cost of the road building program on these highways, including federal funds, was $22,608,192. During that time, Texas eliminated 25 grade crossings, reconstructed three and protected 22 with federal aid. The current federal aid program applies on about 600 miles of new roads.

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Work is play to clothes like McNair's Work Clothes. They take the hardest knocks and come up smiling. That means a saving when you buy clothes for hard work. Get your overalls, coveralls, shirts, pants, at the store displaying the sign of McNair—and you'll get quality for the least money.

Heartiest congratulations to all members of the Garden Clubs in their efforts to beautify the Rio Grande Valley.

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BROWNSVILLE, TEXAS

Coastal Canal To Link Valley, Mississippi

Great Inland Waterway Being Built

THE Valley is prepared to add another form of water communication — transportation via barges, probably via the Arroyo Colorado in Cameron county — by becoming a part of the Intracoastal canal system.

The Arroyo Colorado navigation district was organized on August 1, 1927, and $500,000 in bonds voted during the height of the Valley's deep water drive which also saw formation of the Brownsville Navigation district (Dec. 22, 1928—$2,000,000 bond issue), and the San Benito-Port Isabel Navigation District (Dec. 29, 1928—$500,000 bond issue).

Great Waterway

The Intracoastal Canal system, when completed, is expected to be one of the great inland waterway networks of the world, linking the Mississippi with the Rio Grande.

Many of the connecting streams have already been authorized for improvement as feeders and tributaries to the canal. Its extension to Corpus Christi has been assured, and the next step will be to the Valley, via Port Isabel.

Surveys Made

Surveys already have been made in prospective tonnage in the Valley.

The Intracoastal Canal Association of Louisiana and Texas, backers of the inland canal for light-draft vessels, was formed 30 years ago.

The dredged Arroyo Colorado channel is nine feet deep and 100 feet wide.

Extensions Talked

An extension to Mercedes and Weslaco is also on the Intracoastal Canal program.

In addition to its commercial use, the Arroyo offers good possibilities for pleasure craft.

PAINTING OF LAST RIO STEAMER

'Diamond Loop' Is Now Reality

The famous "Diamond Loop" came into being with completion of the 49-mile Kenedy county link in the Hug-the-Coast highway.

Creation of the Diamond Loop was a Valley and South Texas dream for 27 years before it blossomed into reality.

At the celebration marking the opening of the Kenedy county highway, Dec. 17, 1940, hundreds of cars appeared with "Diamond Loop" tags.

As originally laid out, the Diamond Loop extends from the Valley to Corpus Christi, then to San Antonio, to Laredo and back to the Valley.

J. A. Graham, San Benito, then commissioner of Cameron county, in 1913 proposed the scenic route which came to be known as the Diamond Loop. Later Verne Conrad of Brownsville laid out a route through Kenedy county.

Prominent in the Kenedy county — Hug-the-Coast — Diamond Loop highway preparation were E. W. Archer of Lyford and Nat Wetzel of Raymondville.

Kenedy Highway Opening Will Change King Ranch

The historical King Ranch, whose edges dip into the northern sections of the Valley, is due for some changes as a result of the new Kenedy county road opened recently.

For one thing, the old Norias ranch house is being abandoned and it is giving way to a handsome building removed from the main line of traffic.

Growth Began in 1846

The growth of the King Ranch, which at one time covered territory including an area which is now seven counties, started with the arrival of troops in 1846.

With them came Capt. Richard King and Capt. Mifflin Kenedy, whose river steamboat company thrived. Abandoning it, King, with Robert J. Kleberg, another pioneer, branched into overland transportation and acquisition of large acreage for their cattle enterprises.

Buys Entire Grant

From an early accumulation of 350,000 acres, the King ranch was built by Kleberg to 1,500,000 acres.

The famous "King ranch fence" kept spreading out in every direction. In one transaction the entire 410,000-acre San Juan de Carricitos grant, extending to the Arroyo Colorado, was bought.

The "castle" at Santa Gertrudis ranch was built by King for his bride, Henrietta Chamberlain, daughter of Rev. Hiram Chamberlain, the first Protestant minister on the Rio Grande.

One-Way Bridge Will Span Valley Channel

A one-way bridge with an underpass for traffic in the opposite direction, is to be constructed across the Sebastian floodway.

Plans being drawn call for northbound traffic across a concrete-paved bridge, with southbound travel via the underpass. Water in the floodway would stop traffic for a few days about every two years. During that period the bridge would be used temporarily for two-way traffic.

Wall Painting Recalls Early Rio Navigation

A mural painting in Rio Grande City is a reminder that the Valley went nautical nearly a century ago.

The painting, by Humberto Cavazos of Penitas, is on a wall of the Hotel Ringgold restaurant.

It depicts the famous old paddle-wheel packet boat, the "Bessie," docked at Rio Grande City. The Bessie was the last of the Rio Grande steamers that plied the river between the mouth and Roma. It wound up its career about 1893.

Started In 1846

Navigation of the Rio Grande was started by Capt. Mifflin Kenedy and Capt. Richard King in 1846.

The 1849 gold rush brought a number of boomers to this section, seeking a shorter route to California. They rode the Rio Grande steamers as far as Roma, and continued overland.

Coming of the railroads brought an end to water traffic.

Association Formed

Agitation for deep water got under way again in 1911, with formation of the Brownsville Waterways association.

Many Valley-wide meetings were held, and campaigns continued to obtain deep water.

Numerous Valley citizens worked hard and long in the campaigns and many contributed generously in cash to aid the preparatory work, which at one stage involved standardizing the narrow-guage Point Isabel and Rio Grande Valley railway.

Three Districts

In 1926, the federal government built jetties at Brazos Santiago and dredged the outer pass.

By 1929, three navigation districts had been formed. In 1935, Port Isabel was officially opened and the following year the Port of Brownsville was inaugurated.

Methodists lead all denominations among students enrolled at the University of Texas.

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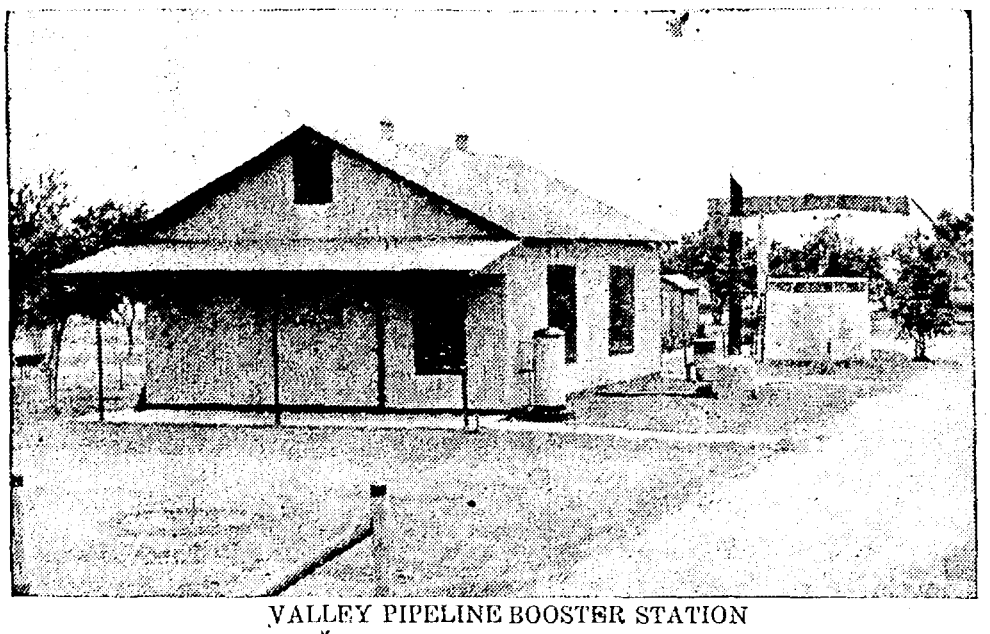
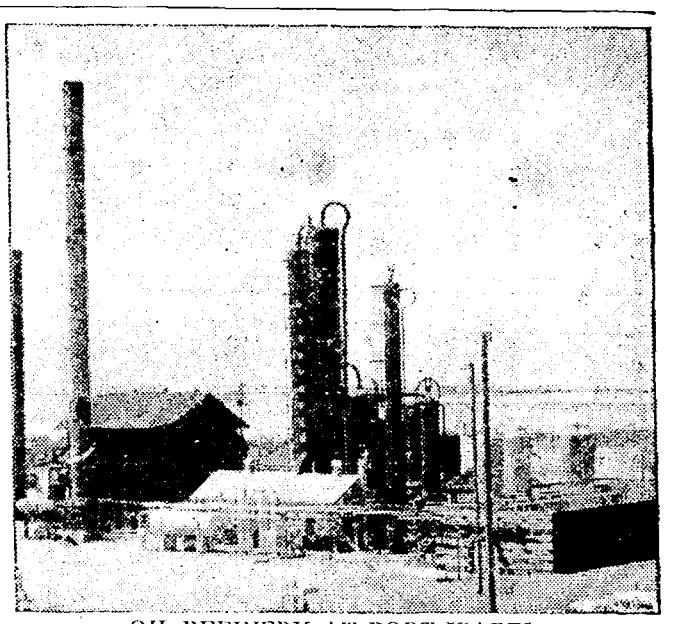
OFFICES AND WAREHOUSES AT TURNING BASIN PORT OF BROWNSVILLE

New Pipeline To Triple Valley Oil Capacity



VALLEY PIPELINE BOOSTER STATION



OIL REFINERY AT PORT ISABEL

Valley System Carries 8500 Barrels Daily

A NEW pipeline, 120 miles long, from Rincon field in Starr county, to Port Brownsville, is expected to triple oil transportation facilities in the Rio Grande Valley.

The new line of 8-inch pipe will, according to plans, carry about 15,000 barrels of oil in 24 hours, and can be stepped up to 24,000 barrels daily by addition of another pump.

With the new line, W. R. Davis Co., Inc., which maintains a large storage tank farm at Port Brownsville, expects to intensify drilling of wells in all Valley fields.

200 Miles Long

The original Valley pipeline — nearly 200 miles of five-and-one-half-inch pipe in an elaborate network — now carries a large part (about 200,000 barrels a month) of the Valley's newest crop—oil.

With terminals at the major producing fields, and strategically located pump stations, the Valley pipeline has been moving Valley oil for loading at Port Brownsville and Port Isabel.

The pipeline in 1940 was put through a reconditioning program during which at times as many as 360 men were employed. About 35 men are employed permanently by the Valley Pipeline Company, with central offices at McAllen.

Line Extended

Started in 1935, the pipeline has been extended as new fields of production were brought in. Total estimated mileage now is 190.

The network is equipped to handle approximately 8500 barrels of crude oil daily.

The first stretch of pipeline was constructed in 1935, from the original Samfordyce field to Port Isabel, a distance of 88 miles. On this stretch, four mainline stations for pumping were erected: the Jackson station at Samfordyce, the McAllen station five miles south of that city, the Mercedes station five miles south of Mercedes, and the Barreda station, two miles east of that town, on the highway.

Through Rincon

An extension was built in 1939 from El Tanque, 50 miles northeast, through the Rincon field, and then five miles to Alta Mesa, where the Brooks county units of the Standard Oil company of Texas has a producing area.

Prior to that the line had been extended from the Jackson pump station to the El Tanque field in Starr county, a distance of 16 miles.

Another extension pushed the line 25 miles from El Tanque to the Sun-Cuevita field, with stations at the Sun field, Alta Mesa, Rincon and Cuevita.

In 1940 the line was linked to the Brownsville turning basin with an extension from Bayview, on the old Port Isabel road, due south for eight miles to the W. R. Davis tank farm at Port Brownsville.

Valley Oil Boom Started In 1934

The Valley's young oil industry, now providing sizeable tonnage for refineries, tank farms and tanker vessels, got off to a real start in September, 1934.

The start came with discovery of oil on a commercial scale near the old townsite of Samfordyce in Hidalgo county.

Before that, oil had been found in small quantities in shallow Starr county sands. After those early discoveries, a number of wildcatters sprang up throughout Hidalgo county, but failed to hit pay dirt. Later wildcatters did better.

The discovery well was spudded in on May 2, 1934, as the No. 1, John Lawrence, Tract 274, Porcion 39, Reynosa Jurisdiction, western Hidalgo county, at a depth of 2,738-53 feet. Oil from this well began flowing into tanks on Sept. 18, 1934, and soon the field began extending in every direction from the Hidalgo discovery well.

An earlier commercial producer, which paved the way for large-scale production was turned in by Kiersch and Duerksen in 1930, drilling the No. 1 Los Olmos in a shallow field 12 miles north of Rio Grande City. They used a light spudding rig.

Since those early wells, millions of dollars worth of petroleum have been produced in the Valley.

La Ferians Brought Depot to Railroad

Early La Feria residents brought their own railroad depot into town on two flat cars, pulled by a team of horses.

Among those who aided in this task was G. J. Schnorenberg, formerly of Minneapolis, who laid out the townsite of La Feria in 1910.

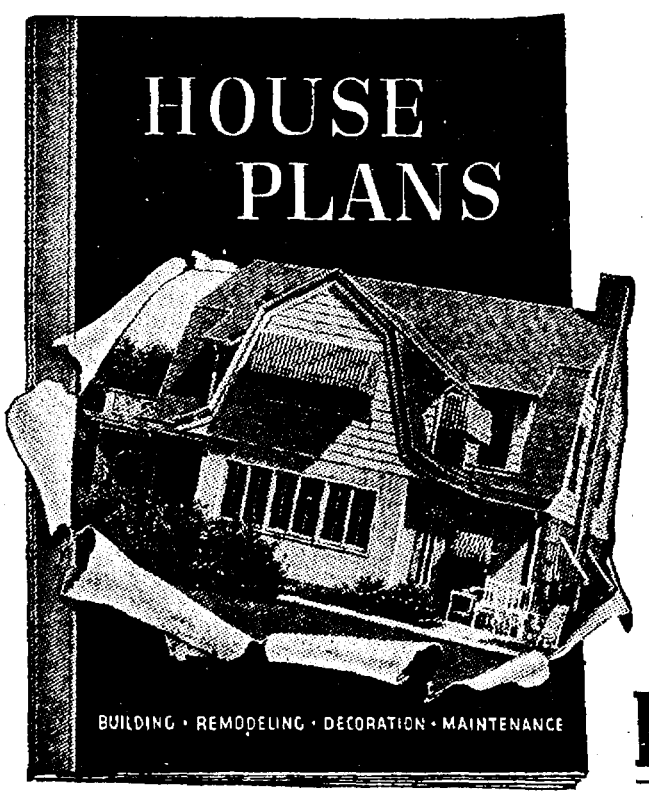
The depot was moved from Bixby, about a mile and a half west, after the railroad refused to provide one for La Feria's developers.

The city was incorporated May 20, 1915. B. H. Dunlap was the first mayor.

La Feria's irrigation district is among the oldest in the Valley.

Radio Beacon

RADIO BEACON, ONE OF SEVERAL LOCATED IN THE VALLEY TO GUIDE PLANES, PRINCIPALLY REGULAR PASSENGER LINERS. THEY WERE ERECTED WHEN AVIATION BECAME A MAJOR ACTIVITY IN THE VALLEY.



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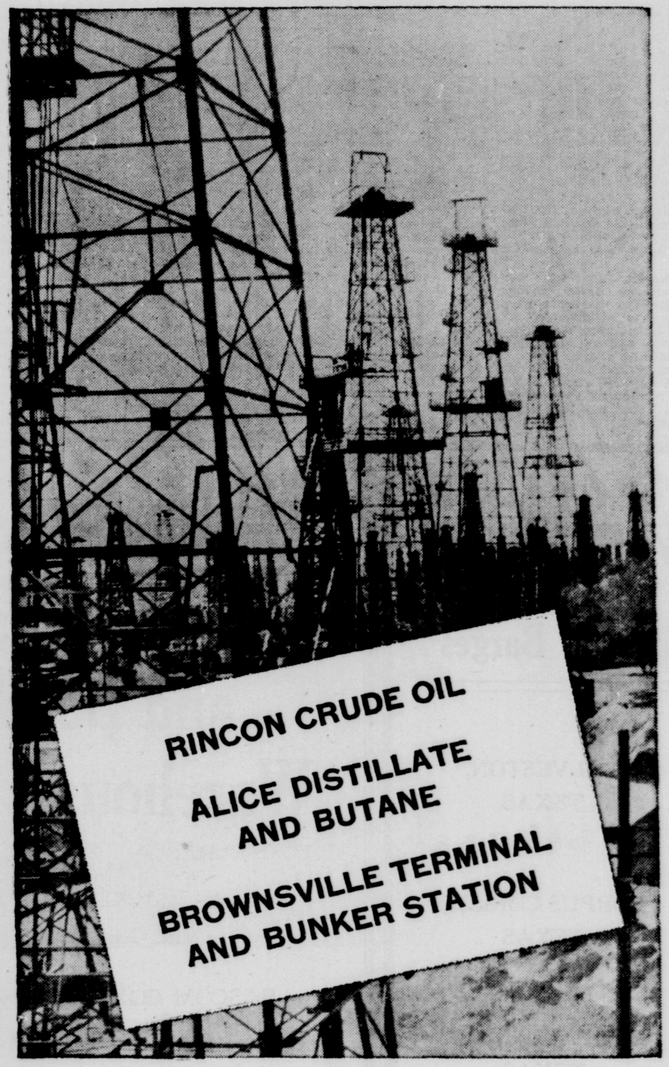


Producers, Transporters and Merchants of Crude Oil and Oil Products

Ten-County Highway Headquarters In Valley

Division's Duties Are Numerous

NERVE center for a South Texas network of paved roads totalling approximately 800 miles is located in the Valley — at Pharr.

It is the State Highway Department building, headquarters for Division No. 21. There a staff of engineers directs some 300 men in construction and maintenance of the 800 miles of state highways in 10 counties.

The Valley division is one of 25 similar state highway department divisions. It is the fourth largest in the state, contains approximately 1-25 of the state area, 1-25 of the state population, 1-25 of the state highway mileage and 1-25 of the total number of counties.

Handsome Building

A handsome building, constructed in 1933, houses Division 21 headquarters, which includes, in addition to offices, a sign-making plant, machine shop, blacksmith and welding shop, a plant nursery, and a road-materials laboratory.

In the paint shop, signs—wood and metal — for the entire district are painted with a modern spray gun with use of silk-screen process stencils. A storehouse contains every possible variety of sign used on highways, from names of towns to "Beware of Livestock."

Signs Restored

Old signs are not discarded, but cleaned, restored and repainted. Wooden signs have a road life of about one year before they need repainting, metal signs about 18 months.

Every type of road material is tested in the up-to-date laboratory. Capillary tanks test moisture absorption of different soils; gravel is tested in tubes; load potentialities are found on a pressure tester which is built on a 30,000-pound jack.

Repair Equipment

The highway department repairs and remodels all its own equipment in its machine shop. Trucks, tractors, scrapers, mixers, all get whatever attention they need from the department's expert mechanics. Mechanics make special truck beds for the highway department, adapted for road maintenance and construction work. These truck beds are described as halfway between a gravel truck and a commercial truck bed.

Set in a handsomely landscaped lawn, with rubber plants framing the front entrance, bougainvilleas, turks caps and rambling acacia on both sides, the division building is typical of Valley beautification aims.

Four Is Valley 'Magic Symbol'

Employes of Division 21, state highway department, with headquarters in the Valley at Pharr, are beginning to think that the number four has some magic influence on this section.

In checking mileage statistics, it was found that the division is the fourth largest in the state.

This jibed with the well known slogan that describes the Valley as "Texas' Fourth City."

Furthermore, the figure-checkers found that Division 21, which includes the Valley, represents just about four per cent of the area of the state.

Also, that Division 21, with 10 counties, contains approximately four per cent of the total counties (254) of the state.

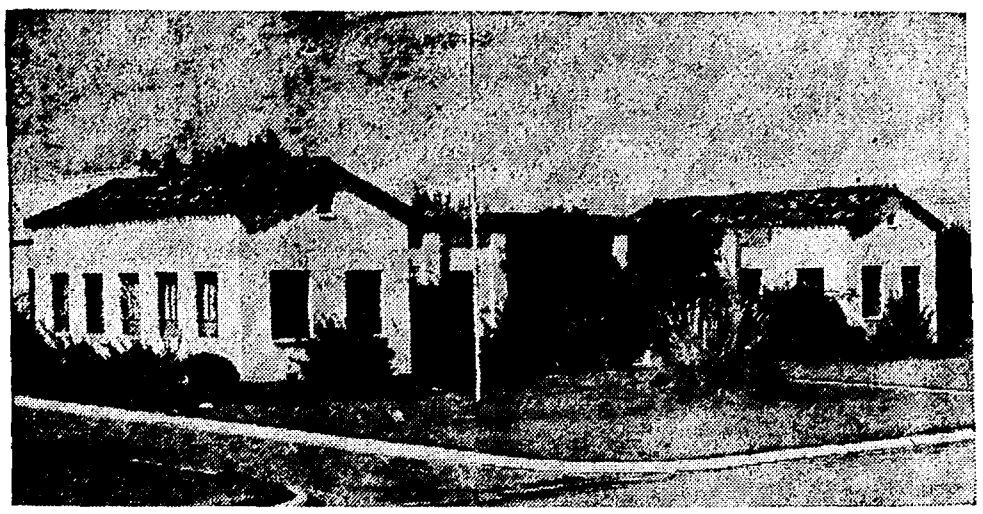
And, to top it all, the mileage of paved state-designated highways in District 21 (774 miles) represents about four per cent of the total mileage in the state.

District 21 includes the following counties, with mileage of highways:

Cameron, 141; Willacy, 42; Kenedy, 46; Hidalgo, 151; Webb, 135; Brooks, 68; Duval, 68; Jim Hogg, 21; Zapata, 54; Starr, 47.

TAYLOR'S STABLES

Part of the structure in which General Zachary Taylor stabled his army's horses is still standing, in Brownsville at Thirteenth and Washington streets.



STATE HIGHWAY DEPT. BUILDING, PHARR

Asphalt on Highway Edges Passes Tests

The use of a strip of asphalt on the edge of concrete roads to prevent "fall off" and reduce maintenance costs has been successfully developed by the state highway department's division 21, with headquarters at Pharr, Hidalgo county.

The test of this method—which also tends to keep roads safer for driving — was carried out on 11 miles of Willacy county road. The 20-foot concrete was edged with asphalt, preventing the usual destruction of the road shoulders by "fall offs," particularly of trucks with double-tired wheels, which often ride with one wheel on the pavement and the other wearing a groove in the shoulder.

Valley Develops New Highway Materials

Highway construction history was made with the building of the Kenedy county road, 49 miles from Raymondville to Sarita.

Because of the wide range of soil types, construction problems were multiplied. Huge deposits of fine white sand formed the roadbed.

Engineers mixed sand with cement and water on an experimental strip, rolled it and sealed it, then topped it with asphalt.

A dozen or more mixtures were tried until the most satisfactory one was found to be used on the highway.

Brush was used to halt the encroachment of the sand dunes on the road while under construction.

One third of the natural gasoline—made from natural gas — in the United States is produced in Texas.

Highway Halves Trip To Corpus

The Valley now has an "airline" highway to Corpus Christi and other Gulf Coast points.

The new Kenedy county section of the Hug-the-Coast highway reduced the distance from Raymondville to Corpus Christi to 112 miles, compared to a drive of 207 miles which was required some years back.

In the early days of road construction, a motorist had to circle south and west before heading north and east from Raymondville.

Construction of an east-west road between San Manuel and Raymondville later cut the distance to 147 miles.

The new road cut from 35 to 95 miles off former routes between Corpus and the Valley.

The 49-mile road, costing $876,518, or $17,700 a mile, was started with letting of the first contract on October 1, 1935. It was opened on Dec. 17, 1940.

OLD STAGECOACH STAND

The Brownsville depot for the old Brownsville-Point Isabel stagecoach line, started in 1850, was located at 1247 Washington street. It was built by John Webb and by Henry Miller, owner of the Miller hotel. The stage was in operation until 1872, a year after Point Isabel and Rio Grande Railway was constructed.

W. T. LISTON COMPANY

HARLINGEN MISSION

Concrete Pipe

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GARDEN POTTERY

We join other industrial organizations and civic leaders in this Great Valley in welcoming members of the Garden Clubs to the 1941 State Convention Here.

Five Modern Valley Bridges Span Rio Grande

NEW SUSPENSION BRIDGE AT HIDALGO-REYNOSA

GATEWAY BRIDGE, BROWNSVILLE

Valley's Plane Facilities Grow By Leaps and Bounds

Brownsville's Port Tonnage Up 44 Per Cent

Gains of 44 per cent in tonnage and 40 per cent in value of cargoes in 1940 over the 1939 totals reflect the steady growth of Brownsville's port since it opened May, 16, 1936.

Total 1940 tonnage was 202,462, with a value of $21,644,100.

In 1939, the total cargoes amounted to 140,176 tons, valued at $15,787,998.

For 1938, cargoes weighed 97,527 tons, with $11,773,612 value; for 1937, a total of 54,679 tons was valued at $7,076,898, and during the first year, 1936, a total of 39,193 tons moved with a value of $4,335,176.

Grand total of all cargoes moved during the four and a half years of the port's life—until December 1, 1940—was 534,037 tons, with a value of $60,617,787.

The Brownsville Navigation District reported, at the end of the calender year, that its books were closed with a net revenue balance of $32,750.

All operating expenses and a large part of improvement work, plus purchase of nearly 3,000 acres of land are being paid out of operating revenue, district officials reported.

At least seven airfields, including municipally and privately owned fields, are in operation in the Valley, a section of the country ideally suited for further airport expansion.

Besides the big airport at Brownsville, municipal fields are to be found at McAllen, Harlingen and Mission, an army field at Fort Ringgold, Rio Grande City, private airfields at Brownsville, Mercedes, and Harlingen.

In addition, there are several emergency landing fields, with beacons for night flying, designed especially to make passenger plane flights safer.

The major airlines carry passengers, mail and express.

Private airfields include some where regular instruction is available. Instruction is also given at the McAllen municipal port, known as the Sam Miller airfield, where four training planes and six other ships are regularly berthed.

At the Mauldin flying field near Brownsville, in addition to flying instruction and other services, shops are maintained for reconditioning planes, many of which are brought here from Mexico and Central America.

YTURRIA BANK

The business building at 1255 Elizabeth St., SE, known as the Yturria building, was erected in 1853 as the first bank building in Brownsville. It originally belonged to Francisco Yturria, associate of Charles Stillman.

We're Proud—

of the rapid growth our business has experienced in the Valley during our years here. We are proud of the faith and co-operation we have enjoyed to make our business bigger and better. Perhaps our pride is based upon the fact that we believe this faith is based on our service to you.

We pledge our support to any and all activities to help build the Lower Rio Grande Valley of Texas.

Walker-Craig Co.

WHOLESALE GROCERS

MISSION KINGSVILLE BROWNSVILLE

Attractions In Mexico Accessible

FIVE main paths lead "south of the Border" from the Valley.

The Valley visitor, and resident, too, of course, can reach the multitude of novel attractions of Old Mexico across five modern bridges.

The spans are located at Brownsville, Hidalgo, Roma and Thayer (a few miles south of Mercedes). Two bridges, the Gateway, and the railroad bridge, are at Brownsville. The Thayer bridge leads to Rio Rico, Mexico.

Newest of the Valley's paths to Old Mexico is the handsome suspension bridge completed in December at Hidalgo, eight miles from McAllen, linking that point with Reynosa, in the Mexican state of Tamaulipas.

Newest Span Opens

The Hidalgo - Reynosa bridge, opened Dec. 15, replaced an old bridge that collapsed a year earlier. The new span is 766 feet long, suspended on 12 cables anchored in 2200 cubic feet of concrete. The beeline distance from tower to tower is 450 feet.

Into the new bridge has gone accumulated knowledge of many years of bridge building. Cable hangers across the span permit each cable to carry its individual load instead of the coil cables used on the old structure.

Individual Cables

Anchorages on the bridge are of new design. Large steel rods are attached to the cables and tied into steel plates at the bottom of a concrete block. The rods run through four-inch galvanized pipe set into the concrete.

The new span was designed by A. W. Searles, San Antonio, president and chief engineer of the J. W. Beretta Engineering company, contractors on the bridge.

New structures, housing American and Mexican officials, were also constructed.

Gateway Bridge

The Gateway Bridge at the Rio Grande end of 14th street was opened to traffic with a celebration on July 4, 1928, marking a new era in border river spans. Traffic now moves over that bridge and the railroad bridge, contrasting with the picturesque, but irregular and not quite so efficient rowboat ferry system of the old days.

McAllen Starts Own Gas Plant

McAllen is now being served by two natural gas systems, an indication of the increasing demand for this type of economical fuel.

Pioneer in bringing the natural gas to Valley consumers is the Rio Grande Valley Gas company, which has domestic and industrial service in 15 other cities.

In 1940 the McAllen city commission decided to establish a municipal gas system, construction of lines was begun and first consumers' lines connected.

McAllen's decision arose through proximity of a natural gas producing field at the edge of the city.

Compañia Comercial Reinosa, S. A.

North Side of Main Plaza

Exclusive Distributors of the Exquisite Beer "CARTA BLANCA" and "BOHEMIA"

The Best in America

Imported Wines and Liquors

Wholesale and Retail

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MANUEL GARZA ZAMORA, Manager

SAM'S PLACE

Tourist Headquarters

Best Foods on the Mexican Border

Excellent Service

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Finest Game Dinners **Fine Cocktails**

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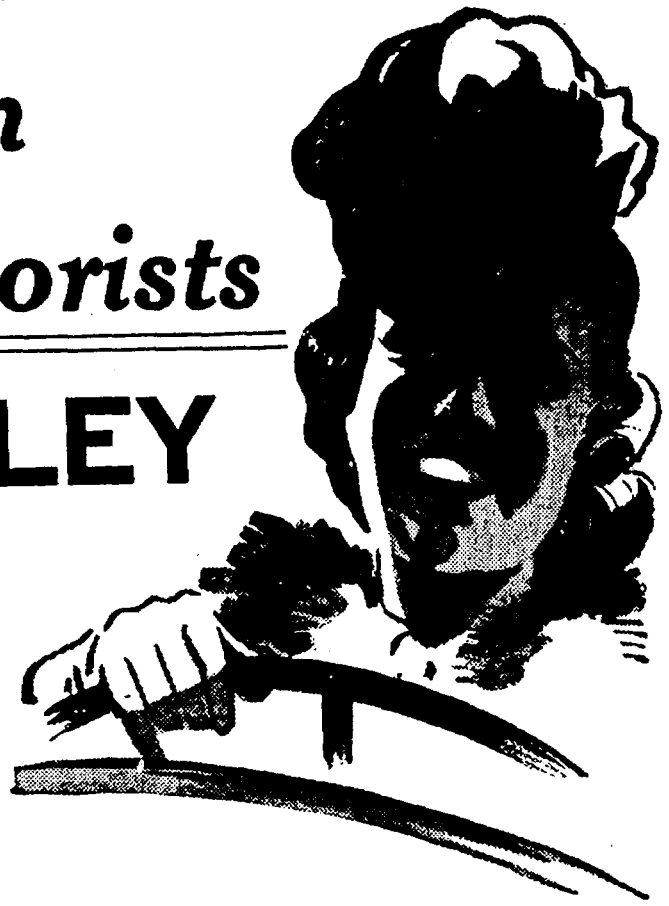
Take a Tip from Thousands of Motorists



TOUR THE VALLEY

With

COASTAL GASOLINE

Let "Coastal" help you discover the forgotten power that is hidden in your engine. Every drop has top performance built into it.

HIGH TEST — LIVELY ACTION AND
HIGH KNOCKLESS QUALITIES

CHANGE PING TO P-U-R-R

COASTAL WITH ETHYL
(87 OCTANE)

This 87 Octane Coastal with Ethyl takes its place in the Ethyl field with no superiors.

Coastal with Ethyl is being refined to answer the demands of drivers of late model automobiles who feel that their motors function better with an Ethyl gasoline. Knowing that these drivers wanted the best, Coastal Refineries installed the most modern tetra-ethyl equipment available in the Port Isabel refinery. In all fairness to your motor, and to producers of Valley crude oil, try this "Ping to P-U-R-R" gasoline!

COASTAL PREMIUM
(81 OCTANE)

Valley motorists have long been well acquainted with Coastal Premium. However, its octane rating has now been stepped up several points, and this tends to put it in the "Ping to P-U-R-R" class, also. Premium Coastal is never stored for an excessive length of time, thus gum that is so detrimental to modern motors is eliminated.

Give it all the hard tests that you know to give a gasoline—then notice that "Ping to P-U-R-R" is more than a slogan—but rather that it gives a literal description of this superior Valley gasoline!

COASTAL

Distributing Company
INCORPORATED

Cross the Bridge to

REYNOSA

The Link Between the Old and the New!

THIS fine structure, with its 450-foot span of steel, is more than a skillful engineering feat . . . It is a link between two countries—a link between the Old and the New!

From the modern communities scattered over the magic Valley of the Rio Grande, on the American side, you pass over this famous river into a different world—a land of romance, with its old-world customs . . .

Spend a day in the famous old city of Reynosa, browsing about in its many interesting shops, the typical Mexican plaza, the beautiful old Cathedral, and top off the day with a delightful venison, quail or Mexican dinner at one of the interesting cafes . . .

VALLEY BRIDGE CO.

Hidalgo, Texas

Reynosa, Mexico

Valley Becomes Terminal Of Hug-Coast Route

NEW KENEDY COUNTY HIGHWAY, (ABOVE), ONE OF BRIDGES ON IT (BELOW).

Kenedy Gap Opened To Traffic

AN interstate Hug - the - Coast highway — which may become an international road — shooting 500 miles along the Gulf of Mexico in Texas and for 1700 miles of good road beyond, became a reality with the opening of the Kenedy county link on Dec. 17, 1940.

The motorist can now follow the coast line, with its scenic attractions and bracing, salty air, for nearly 2,000 miles through Texas, Louisiana, Alabama and Florida, clear around the Gulf of Mexico from Brownsville on the western tip to the southernmost tip of Florida on the eastern edge.

Besides this all-Gulf route opened up, the Hug-the-Coast completion will also become a short route to link Latin America with Northeastern United States and Canada.

Along the route are a naval base, six army posts, seven national highways, ten deep water harbors. It parallels the Intra-Coastal Canal for hundreds of miles, and opens a new short route, giving the Valley another trunk line highway.

ISABEL LIGHTHOUSE

For many years the old lighthouse, now a historical monument, at Port Isabel, was the only beacon for navigators on the Gulf of Mexico south of Port Aransas. It was started in 1850, completed in 1852, by the U. S. government, and later acquired by the city of Port Isabel. It served until 1905. The lighthouse was built within what was then known as Port Polk

Deep, Shallow Sands Give Oil

Oil production in Valley fields has been found in sands at depths varying from a few hundred feet to those several thousand feet

Some of the Starr county shallow wells have produced at 400 feet, while some of the deeper Hidalgo county wells struck pay sand at 7,550 feet.

One of the deepest producers was the Union Sulphur Co., Sulphur, La., field, about 33,000 acres around Mercedes. High gravity was found on their No. 3 A-RG, at 7475 to 7550 feet. Ten-thousand-foot test wells have been put down in Cameron county.

Hug-The-Coast Route Was Once Famous 'Salt Trail'

The Valley's newest highway — including the Kenedy county road completing the Hug-the-Coast route—is in fact one of the oldest thoroughfares in Texas.

Opened as a modern paved road on December 17, 1940, the road through Kenedy county was known as "The Salt Trail" for centuries by Indians in Northern Mexico (which included what is now Texas).

The trail got its name from the caravans of natives who toted salt from the great salt lake near Raymondville, a place designated by the Spanish explorers as "Sal del Rey" (The King's Salt).

Early in the 18th century, Diego Ortiz Parrilla moved northward from Matamoros to mark out a road over the old salt trail. In laying out the Hug-the-Coast route, engineers followed pretty much the same trail followed by the early day explorer.

This route was also found to be the most direct and practicable by the army men who moved northward and southward during the trying days from 1832 to 1848.

Later, after Col. H. L. Kinney, founder of Corpus Christi, had followed more or less the same path as a cattle trail, merchants, smugglers, and adventurers moved over it to the bonzana trading posts on the Rio Grande.

Cotton Wagons Roll

With the start of the Civil War, the cotton wagons rumbled along the road to the Rio Grande, for shipment down the river to the ports of Bagdad and Clarksville, free of the blockade.

Freight wagons, huge in size, and now recalled by the giant trucks that travel the main highways, were drawn by 50-mule teams along the trail crowded by ox carts and other vehicles loaded with cotton.

Fences Go Up

When Capt. Richard King and Capt. Mifflin Kenedy acquired the vast acreage that later became the King ranch "kingdom," and divided these lands, King promised Kenedy that no public road would pass through Kenedy's land. That was about 1870. The Indian salt trail was closed.

Fences went up and stayed up, despite years of public protest. Motorists had to wind around the King ranch in traveling between the Valley and Corpus Christi.

Ceding of rights of way by Robert Kleberg for the Kenedy county road marked the beginning of the end of the fenced-up highway. The opening of the Kenedy county highway again restored the old Indian salt trail.

Valley Makes First Foreign Phone Call

The first international telephone call in the United States was made in the Valley.

Records of the Southwestern Bell Telephone company reveal that the first telephone connection between the United States and a foreign country took place in 1883.

The call was made from the police station in Matamoros to an unidentified individual in Brownsville.

The nature of the call and the persons involved has not been revealed.

Established in 1882, the Brownsville telephone system is one of the oldest in Texas.

FIRST BOOK STORE

Brownsville's first book store was located at 1113 Levee street. It was operated by Portilla Pena, who left to join the first Porfirio Diaz revolution, became an officer in the Mexican army and never returned.

STANDARD DREDGING

CORPORATION

80 Broad Street, New York, N. Y.

323 Guaranty Building

GALVESTON, TEXAS

Dredging, Land Reclamation

Harbor Improvements

Dredging Machines

Breakwaters

Canals

500-Mile System Brings Valley Natural Gas

Valley Banks, Deposits Growing, Serve Big Area

Fifteen national and state banks in the Lower Rio Grande Valley constitute a sound, dependable, well-distributed financial structure for the entire region.

The banks are located in towns from the east end, Brownsville, as far west as Rio Grande City, each institution providing its territory with complete service.

Steady growth of the Valley's business and population is reflected in the rise of bank deposits. The last call—issued on January 3 — showed that Valley bank deposits on December 31, 1940, had increased by $1,281,899 over the deposits on December 31, 1939.

Deposits on December 31, 1940, totaled $17,528,697.39, compared to $16,246,797.80 on the same date a year before. Previous December calls showed the following deposits: 1934 —$10,523,030; 1935—$10,855,404; 1936 —$12,404,943; 1937—$15,618,164; 1938 —$14,937,766.

By counties, Hidalgo leads with eight banks showing total deposits of $8,896,306.88. Cameron, with five banks showing total deposits of $6,-928.169. Willacy has two banks with total depotits of $1,240,961.16, and Starr county's lone bank has $463,-232.86 on deposit.

The Valley banks: First National, Brownsville; San Benito Bank and Trust Company; First National, Harlingen; State Bank, Los Fresnos; First National, La Feria; State Bank, Raymondville; First National, Raymondville; Hidalgo Bank and Trust, Mercedes; First National, Mercedes; First National, Weslaco; City State Bank and Trust, McAllen; First National, Edinburg; First National, Mission; First State Bank and Trust, Mission; Citizens State Bank, Donna; Security State Bank, San Juan; First State Bank, Alamo; First State Bank and Trust, Rio Grande City.

16 Cities Get Steady Supply Of Piped Fuel

A STEADY supply of cheap fuel has been and continues to be a major factor in the Valley's constant growth.

Natural gas, used in increasing quantities by Valley industries and domestic consumers, has been available to this section since 1927, when the Rio Grande Valley Gas Company completed its lines.

Today, the company serves 16 cities in the Valley with a soundly-engineered sustem that has stood up under severest strains, including the worst weather, without a break in service.

100 Persons Employed

More than 100 employes, most of them especially trained, and the latest type of instruments and apparatus on the lines, keep constant watch on the service.

The original system was designed to provide service far in excess of requirements in 1927, with a resultant expenditure of funds out of proportion to the rate of return at that time. The wisdom of this program has been proved many times, as, for instance, when demand increases tenfold or more over the normal demand.

Make Improvements

Since the initial construction was completed, the Rio Grande Valley Gas company has spent more than $1,000,000 on improvements and extensions.

Total pipe in the company's Valley system now is estimated at 500 miles, ranging from an inch and a quarter to 12 inches in diameter. Of this total, about 230 miles are in the transmission system, 255 miles in the distribution systems, and 17 miles in rural lines.

Of the 10,000 consumers taking service, the majority are domestic consumers. Many industries, however, depend on natural gas — described by experts as better quality than found in other parts of the country.

Cheap fuel has been a life saver for many canning plants that might otherwise not be able to operate. It is used also for heating by many commercial and industrial plants. Dehydration plants in particular have found Valley gas valuable. Another important use of natural gas is in the kilns for manufacture of tile and brick from Valley clays.

Valley Mineral Resources Offer Great Possibilities

Mineral resources of the Valley, other than oil, have barely begun to be exploited.

Deposits of valuable minerals have been located in all parts of the Valley, notably Hidalgo, Starr and Zapata counties.

Among these are sulphur, galena, mica and various types of clay.

Sulphur has been found in a state 96 per cent pure. Deposits of galena have been located, mixed with silver and lead.

Huge deposits of oyster shells — converted to limestone — are estimated as a 50-year supply. At one place deposits of oyster shells are reported 38 to 40 feet deep for a 30-mile stretch.

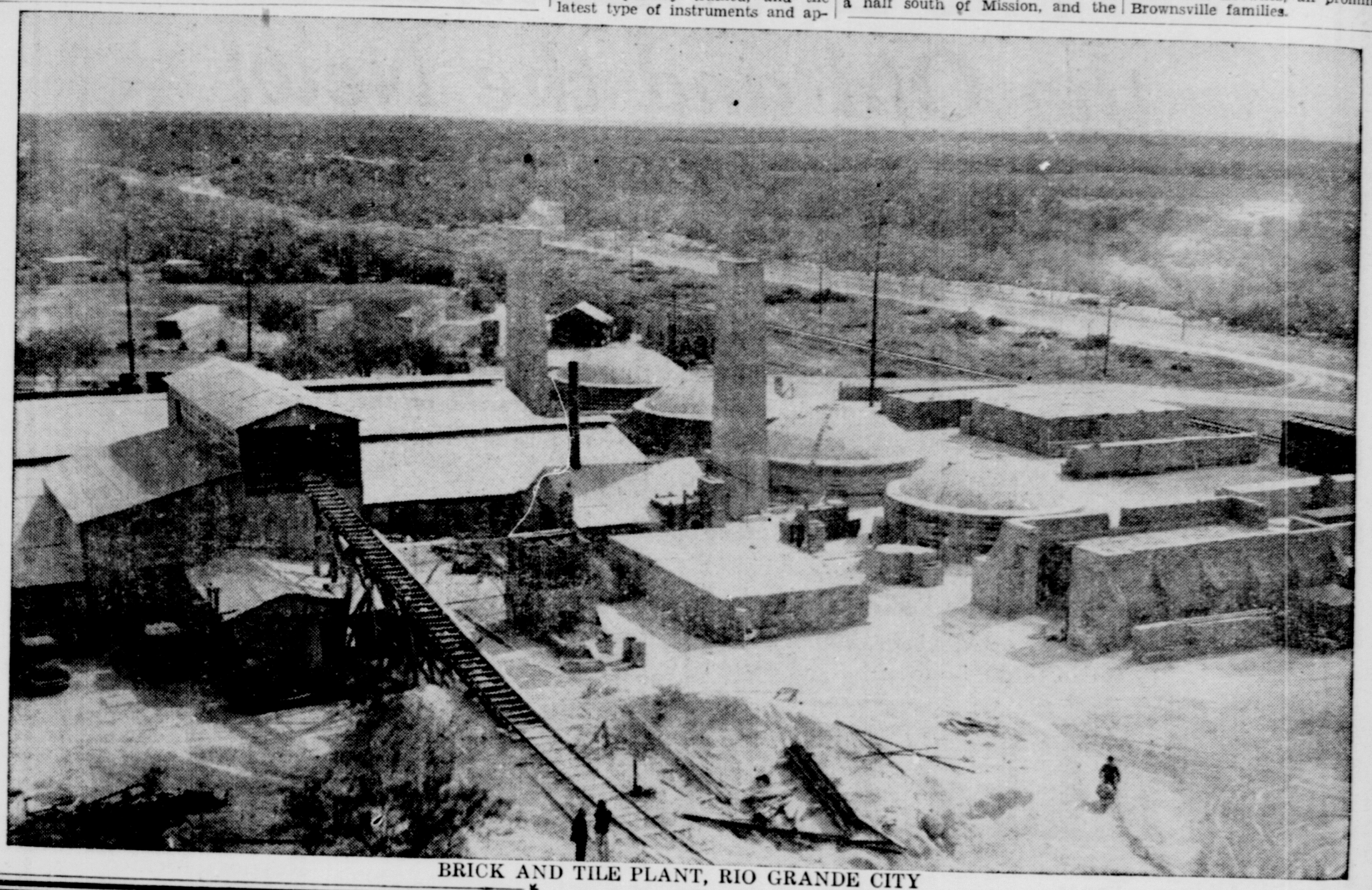
One resource being used abundantly is Valley clay. This is being converted into hollow tile and brick by two plants of the Valley Brick and Tile company.

One plant is located a mile and a half south of Mission, and the other six miles east of Rio Grande City. The Rio Grande City plant makes red brick, hollow tile and vertical building cells. The Mission plant makes white brick and tile.

Approximately 40 men are employed at each plant, operating five kilns with capacity of 110,000 bricks. Natural gas is used for heat in the kilns. It takes eight days to bake bricks. Most of the products are consumed in the Valley.

EARLY STORE

An early Brownsville store was located at 1317 Elizabeth street. It was built by John R. Butler, who came to Port Isabel before 1846 on a sailing vessel. Mr. Butler, associated with early development in Cameron county, was a great grandfather of the Wells, Hicks, Combes, Landrums, Brownes, all prominent Brownsville families.



BRICK AND TILE PLANT, RIO GRANDE CITY

All The Rio Grande Valley Is a Garden!

From Raymondville to Brownsville, from Mission to Port Isabel, all the Lower Rio Grande Valley is a garden.

Palm-lined highways take you through mile upon mile of citrus orchards and farms from one interesting community to another, each with its beautiful homes and gardens, with a back-ground of industry.

If you cannot come now to enjoy our ideal winter climate, the Lower Rio Grande Valley promises you an interesting summer, with superb golf courses, sandy beaches and cool breezes . . . best fishing in America . . . and only a short drive from the most remote section of the Valley to Old Mexico, with its quaint customs and old-world atmosphere.

This bank offers every facility available in any modern banking institution.

THE HIDALGO COUNTY BANK AND TRUST COMPANY
MERCEDES, TEXAS

TRAVELERS HOTEL

Convenient . . . Comfortable
. . . Reasonable Rates

A. S. GAY, Manager **Brownsville**

Airlines Connect Valley With Rest Of World

12 Planes Fly Daily In North and South Runs

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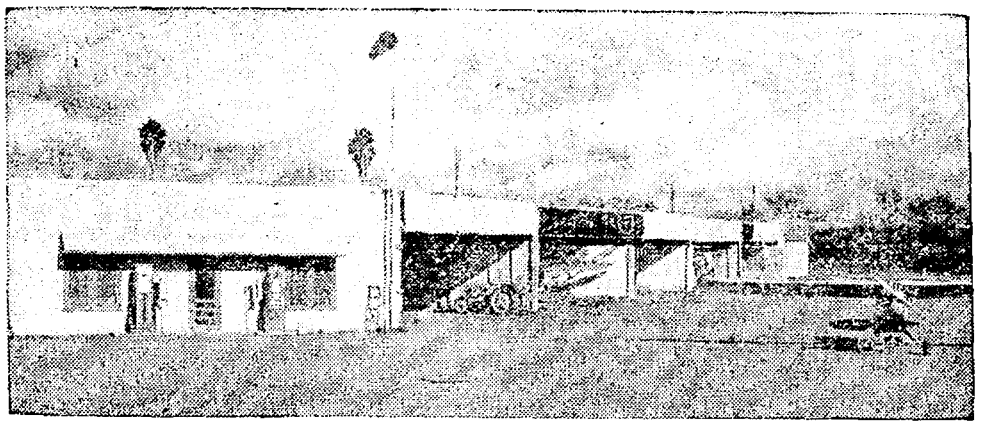

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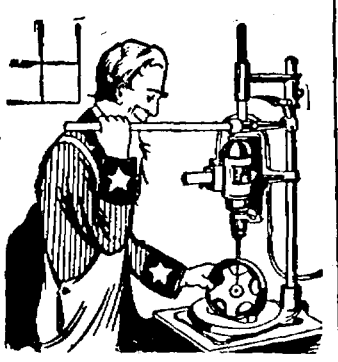
All planes and motors are disassembled each 500 hours of flying time. Each motor is taken apart piece by piece, thoroughly checked, parts renewed, carefully rebuilt and placed on a test stand to run for about 10 hours. The planes undergo a similar exacting examination when the wings, tail assembly, landing gear, control lines and instruments are removed, overhauled by a crew of expert mechanics, and inspected before reassembly.

A SERVICE INSTITUTION



We build Tanks, Truck Beds, Boilers & Structural Work—General Repairs

Titusville Boilers up to 500 H. P.

See Our Wee Scott

Joe Summers & Co.

West 11th Street Phone 211

MISSION

FRONTIER OIL WELL SUPPLY CO., Inc.

General Machine Work Welding

Tank Building

Hard-surfacing of oil-well and agricultural tools. Pump and engine mountings. We sell mud, conditioning-acid, boiler treatment, etc.

G. E. Loomis South Depot Road

Phone 586 McAllen, Texas

Natural Gas

Has Been a Great Factor in the Development of the Lower Rio Grande Valley

A GREAT MANY of the residents of this section would never have come here to live, and most of the canners and other industrialists would never have established plants here, had it not been for the low-cost availability of natural gas.

It has brought from the wells a power so potent in turning the wheels of industry and easing the burdens of housekeeping that it is justly credited with being a main factor in the upbuilding of the Lower Valley.

Our five hundred miles of transmission and distribution lines assure a constant and adequate supply of natural gas for every industrial and domestic purpose at all times.

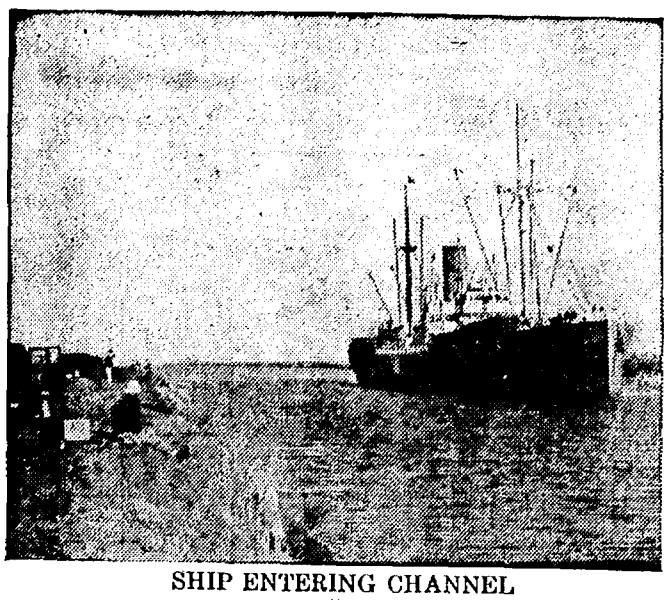
This far-flung system of pipe lines and connections has been established at heavy expense by courageous investors who have an abiding faith in the Lower Valley's future, and are steadfast in their endeavors to advance the best interests of this young Empire of the Southwest.

We believe that the industrial possibilities of the area have hardly been scratched, and continuously we endeavor to bring these great potentialities home to prospective residents and investors. We naturally aim to advance in every possible way the prosperity of the Lower Rio Grande Valley and its citizens.

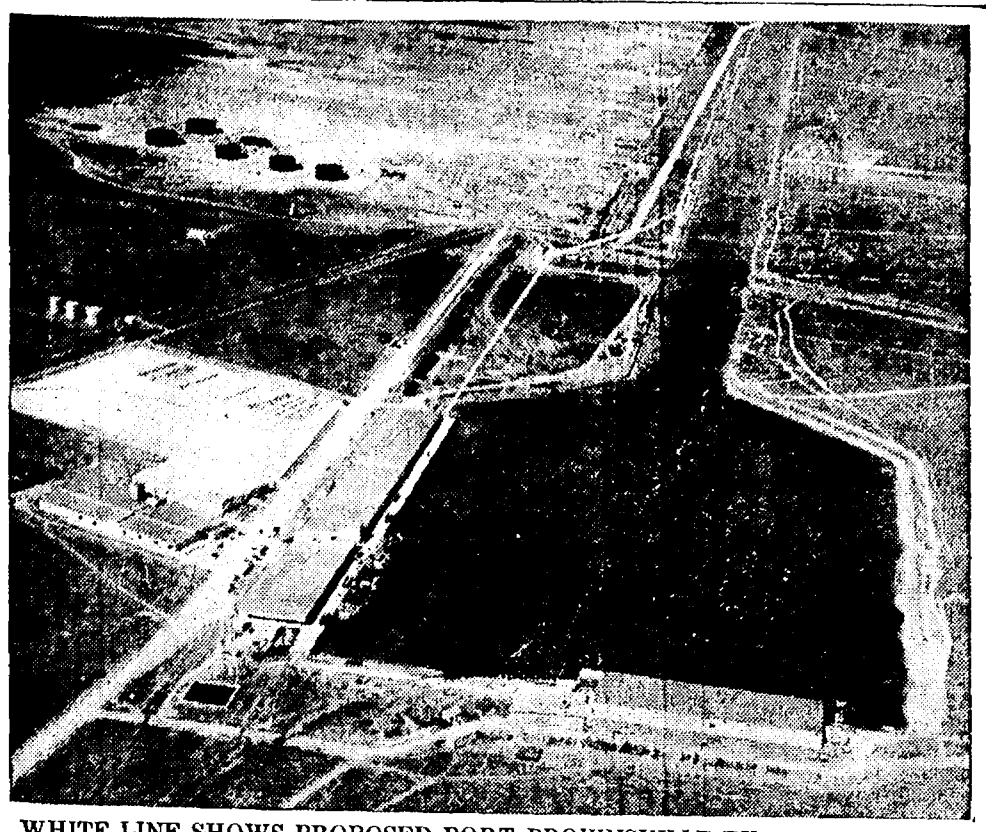
Rio Grande Valley Gas Co.

"Natural Gas Service"

Improvements Nearly To Triple Port Capacity



SHIP ENTERING CHANNEL



WHITE LINE SHOWS PROPOSED PORT BROWNSVILLE EXTENSION;; W. R. DAVIS OIL TANK FARM IN BACKGROUND

Deepening, Widening On Slate

INCREASE of usable turning basin capacity to two-and-one-half times the present capacity is on the 1941 program for the Port of Brownsville.

The program calls for widening and deepening the Brownsville ship channel, perpetual federal maintenance of a 34-foot entrance channel at Brazos Santiago pass, and widening and deepening of the north side of the Brownsville turning basin for approximately one mile.

Three More Wharves

Enlargement of the turning basin and adjoining ship channel, as proposed, will make it possible to build three more wharves, one large open dock, three oil docks and other harbor facilities. At present the basin has wharves and one oil dock.

The north side of the turning basin would be extended to a length of 2640 feet, of which 1300 feet will be 1000 feet wide and 1340 feet will be 600 feet wide. The south side of the turning basin will remain as at present

Widen Channel

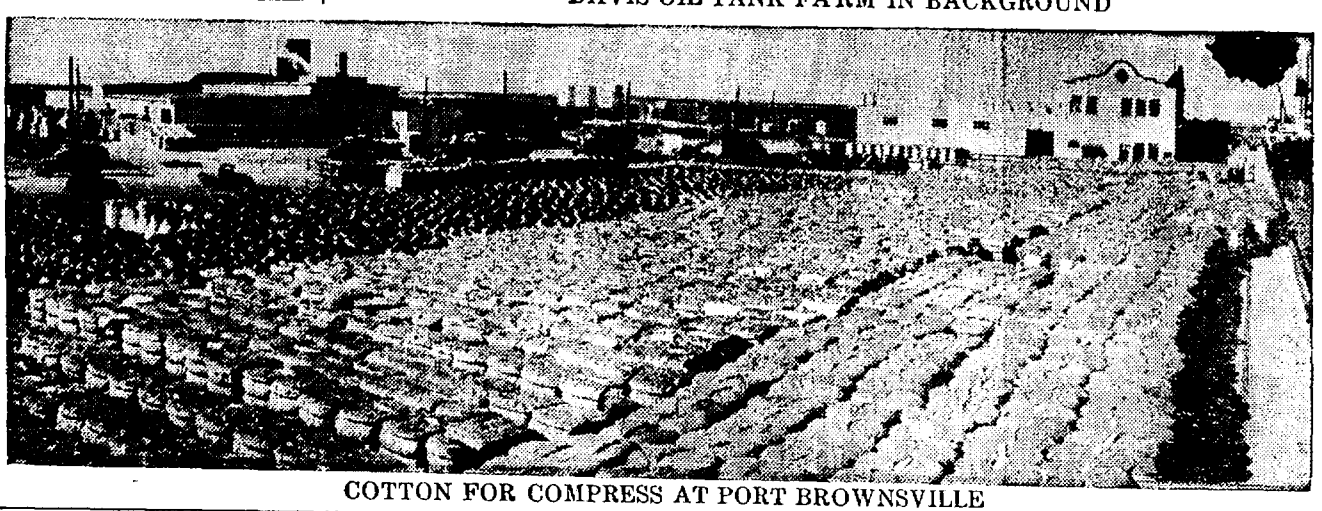
The ship channel will be widened from a point where it enters the turning basin to a bottom width of 300 feet for a distance of 3800 feet.

In addition, the program calls for widening the channel to 200 feet, bottom depth, from the entrance channel at Brazos Santiago pass to the point where it will spread to 300 feet as it approaches the turning basin.

Deepening Planned

The program as outlined by port authorities also includes deepening of the ship channel to 32 feet below mean low tide, designation of an official depth of 32 feet, and maintenance in perpetuity of the channel at that depth by the federal government.

This would further entail perpetual maintenance of a channel 34 feet deep, with three feet overdepth, across the bar and throughout the entrance channel between the jetties.



COTTON FOR COMPRESS AT PORT BROWNSVILLE

Three Major Railways Serve Valley

MILLER HOTEL

Many famous personages made their home at this historic hostelry, still operated at 13th and Elizabeth, Brownsville. It was built in the early 1850's. Among those who have stayed there were Robert E. Lee, Ulysses S. Grant, Zachary Taylor, William Worth, Phil Sheridan, General W. C. Gorgas, Rip Ford, General H. P. Bee, General Henry Roberts, General J. E. Slaughter, and General Lew Wallace.

Two Go North, Third Makes Mexico Trip

FIRST class railway service links the Valley with the rest of the United States and with Mexico.

Three major rail lines — Southern Pacific, Missouri Pacific, and the National Railways of Mexico—maintain daily schedules to the Valley.

Two Missouri Pacific passenger trains and a Southern Pacific train depart and arrive daily, connecting with all other major lines to provide rapid transportation to every part of the United States.

Trains To Mexico

The National Lines of Mexico runs one train a day in and one out of the Valley region—on the Mexican side—with main stops at Matamoros, opposite Brownsville, and Reynosa, south of McAllen. These trains join the main line at Monterrey, providing 36-hour transportation from the Valley to Mexico City. At Monterrey connections are made with the main Laredo-Mexico City line.

Many Freight Trains

In addition to the passenger facilities—and perhaps more important from an economic standpoint—the railroads run numerous freight trains in and out of the Valley. These bear a large part of the Valley's varied natural products, principally citrus fruits and many kinds of vegetables, canned fruit juices and vegetables.

TELEGRAPH LINE

The first permanent telegraph line connecting the Valley with points outside was completed in 1871. It was the Western Union line between Brownsville and Corpus Christi.

Huge Jetties Flank Channel

The mile-long jetties that guard the entrance to Brazos Santiago pass off Port Isabel are monuments to many years of struggle against the ever-recurring sand bar, now effectively checked.

Building of jetties at Brazos pass started in 1882. The bar formed again.

In 1926, jetties 1600 feet were built and the dredge Absecom dug a 16-foot channel.

With digging of a 30-foot channel, construction was started in 1934 on the present jetties, which represent an expenditure close to $3,000,000.

The jetties are 14 feet wide at the top, with core rock extending 15 feet on each side.

About 112,000 tons of riprap rock, 184,000 tons of core rock, and 154,000 tons of cover rock were used. The stone was taken by rail to Port Isabel and crossed on barges.

BRISCOE
MOTOR PARTS
WHOLESALE

Serving the Lower Rio Grande Valley

PARTS, ACCESSORIES, EQUIPMENT

Harlingen Brownsville
[illegible] Raymondville

Congratulations!

As one South Texas Booster to another, Carneiro, Chumney & Co. extend sincere congratulations to the Garden Clubs of the Lower Rio Grande Valley upon their splendid achievement in the beautification of this great empire.

First National Bank Bldg., Brownsville, Tel. 830

Carneiro, Chumney & Company
CERTIFIED PUBLIC ACCOUNTANTS
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We build Tanks, Truck Beds, Boilers & Structural Work—General Repairs

Titusville Boilers up to 500 H. P.
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FRONTIER OIL WELL SUPPLY CO., Inc.

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Hard-surfacing of oil-well and agricultural tools. Pump and engine mountings. We sell mud, conditioning-acid, boiler treatment, etc.

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Natural Gas

Has Been a Great Factor in the Development of the Lower Rio Grande Valley

A GREAT MANY of the residents of this section would never have come here to live, and most of the canners and other industrialists would never have established plants here, had it not been for the low-cost availability of natural gas.

It has brought from the wells a power so potent in turning the wheels of industry and easing the burdens of housekeeping that it is justly credited with being a main factor in the upbuilding of the Lower Valley.

Our five hundred miles of transmission and distribution lines assure a constant and adequate supply of natural gas for every industrial and domestic purpose at all times.

This far-flung system of pipe lines and connections has been established at heavy expense by courageous investors who have an abiding faith in the Lower Valley's future, and are steadfast in their endeavors to advance the best interests of this young Empire of the Southwest.

We believe that the industrial possibilities of the area have hardly been scratched, and continuously we endeavor to bring these great potentialities home to prospective residents and investors. We naturally aim to advance in every possible way the prosperity of the Lower Rio Grande Valley and its citizens.

Rio Grande Valley Gas Co.

"Natural Gas Service"

Take a Tip from Thousands of Motorists

TOUR THE VALLEY

With

COASTAL GASOLINE

Let "Coastal" help you discover the forgotten power that is hidden in your engine. Every drop has top performance built into it.

HIGH TEST — LIVELY ACTION AND HIGH KNOCKLESS QUALITIES

CHANGE PING TO P-U-R-R

COASTAL WITH ETHYL
(87 OCTANE)

This 87 Octane Coastal with Ethyl takes its place in the Ethyl field with no superiors.

Coastal with Ethyl is being refined to answer the demands of drivers of late model automobiles who feel that their motors function better with an Ethyl gasoline. Knowing that these drivers wanted the best, Coastal Refineries installed the most modern tetra-ethyl equipment available in the Port Isabel refinery. In all fairness to your motor, and to producers of Valley crude oil, try this "Ping to P-U-R-R" gasoline!

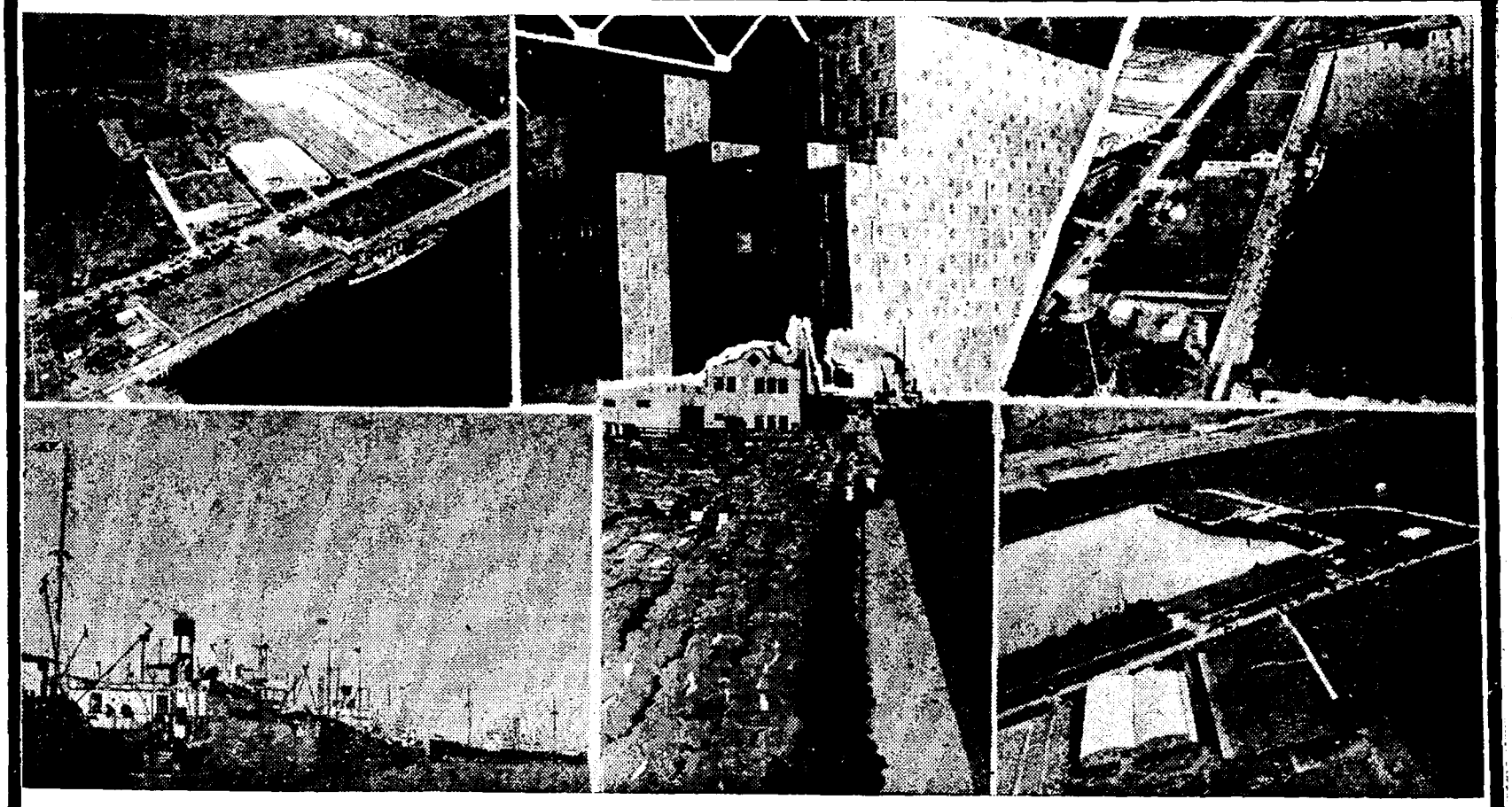
COASTAL PREMIUM
(81 OCTANE)

Valley motorists have long been well acquainted with Coastal Premium. However, its octane rating has now been stepped up several points, and this tends to put it in the "Ping to P-U-R-R" class, also. Premium Coastal is never stored for an excessive length of time, thus gum that is so detrimental to modern motors is eliminated.

Give it all the hard tests that you know to give a gasoline—then notice that "Ping to P-U-R-R" is more than a slogan—but rather that it gives a literal description of this superior Valley gasoline!

COASTAL

Distributing Company
INCORPORATED



Progress

WE ARE PROUD of the Rio Grande Valley's progress during the past few years, and . . . . we are especially proud of the specific part the Port of Brownsville has played and will continue to play in the steady and sound growth of South Texas at large and the Rio Grande Valley in particular.

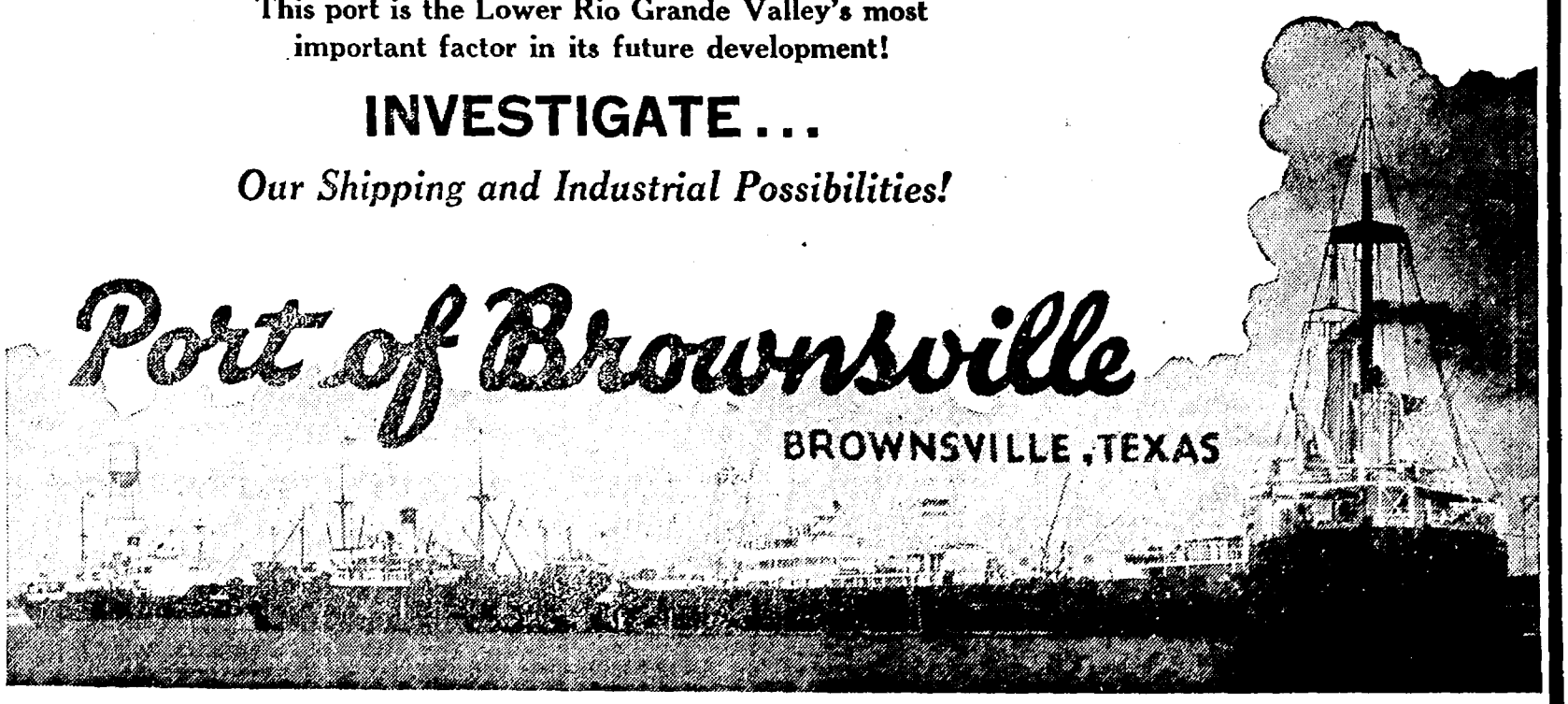
THE PORT OF BROWNSVILLE was created to give this particular section the advantages of low cost water transportation and it has performed this function in a most admirable way—an actual saving of several million dollars in transportation charges.

THIS MARINE HIGHWAY to world markets constitutes a factor of immense economic importance to this section. Transportation by water has brought the Valley producers, shippers, and receivers within relatively easy reach of the great markets of the Eastern Seaboard—the Pacific Coast—and the old World. With the passing of the years this paramount advantage in increasing degrees will be made manifest by many accelerated agricultural and industrial activities that could never flourish here without the availability of low cost water transportation to and from major markets.

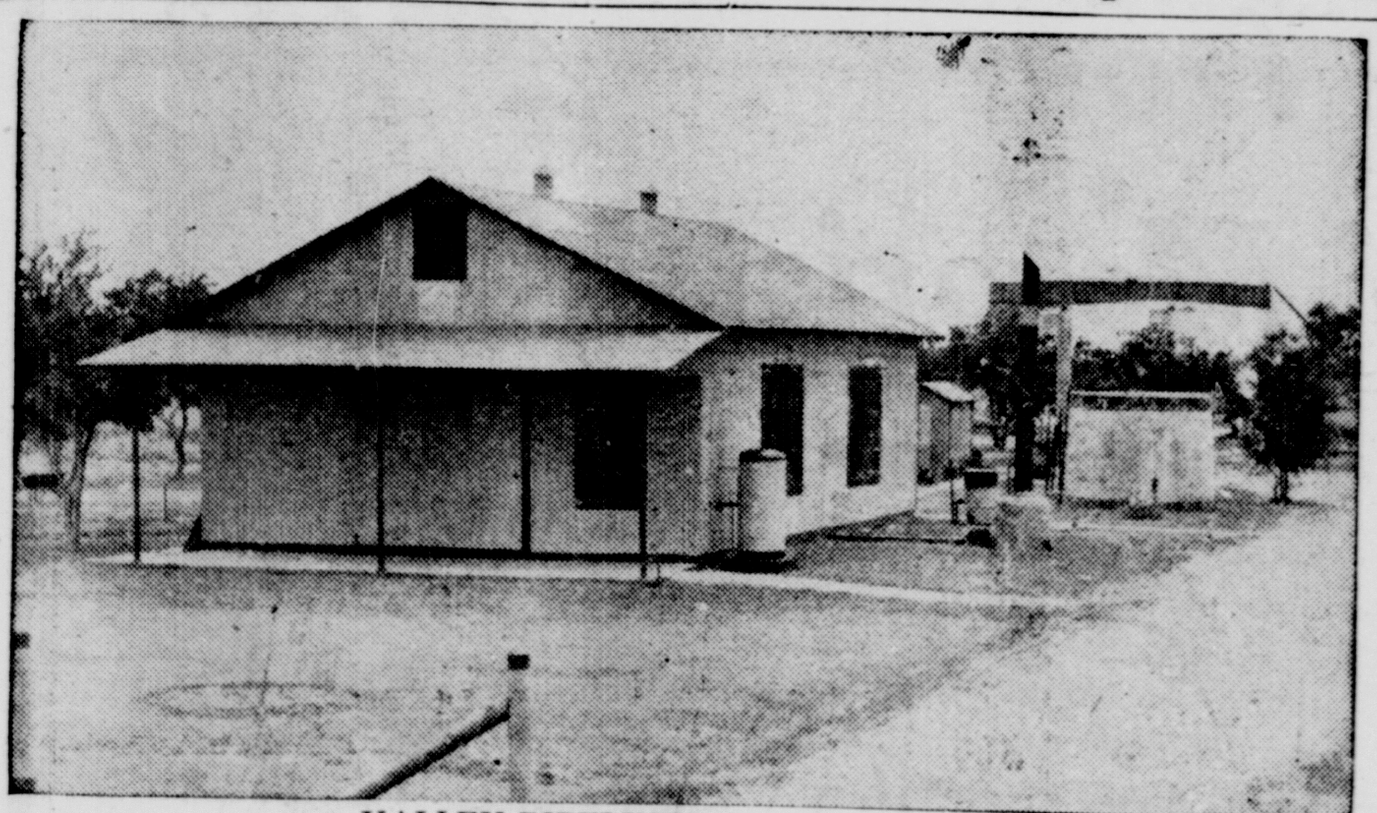
This port is the Lower Rio Grande Valley's most important factor in its future development!

INVESTIGATE...

Our Shipping and Industrial Possibilities!



New Pipeline To Triple Valley Oil Capacity



VALLEY PIPELINE BOOSTER STATION

OIL REFINERY AT PORT ISABEL

Valley System Carries 8500 Barrels Daily

A NEW pipeline, 120 miles long, from Rincon field in Starr county, to Port Brownsville, is expected to triple oil transportation facilities in the Rio Grande Valley.

The new line of 8-inch pipe will, according to plans, carry about 15,000 barrels of oil in 24 hours, and can be stepped up to 24,000 barrels daily by addition of another pump.

With the new line, W. R. Davis Co., Inc., which maintains a large storage tank farm at Port Brownsville, expects to intensify drilling of wells in all Valley fields.

200 Miles Long

The original Valley pipeline — nearly 200 miles of five-and-one-half-inch pipe in an elaborate network — now carries a large part (about 200,000 barrels a month) of the Valley's newest crop—oil.

With terminals at the major producing fields, and strategically located pump stations, the Valley pipeline has been moving Valley oil for loading at Port Brownsville and Port Isabel.

The pipeline in 1940 was put through a reconditioning program during which at times as many as 360 men were employed. About 35 men are employed permanently by the Valley Pipeline Company, with central offices at McAllen.

Line Extended

Started in 1935, the pipeline has been extended as new fields of production were brought in. Total estimated mileage now is 190.

The network is equipped to handle approximately 8500 barrels of crude oil daily.

The first stretch of pipeline was constructed in 1935, from the original Samfordyce field to Port Isabel, a distance of 88 miles. On this stretch, four mainline stations for pumping were erected: the Jackson station at Samfordyce, the McAllen station five miles south of that city, the Mercedes station five miles south of Mercedes, and the Barreda station, two miles east of that town, on the highway.

Through Rincon

An extension was built in 1939 from El Tanque, 50 miles northeast, through the Rincon field, and then five miles to Alta Mesa, where the Brooks county units of the Standard Oil company of Texas has a producing area.

Prior to that the line had been extended from the Jackson pump station to the El Tanque field in Starr county, a distance of 16 miles.

Another extension pushed the line 25 miles from El Tanque to the Sun-Cuevita field, with stations at the Sun field, Alta Mesa, Rincon and Cuevita.

In 1940 the line was linked to the Brownsville turning basin with an extension from Bayview, on the old Port Isabel road, due south for eight miles to the W. R. Davis tank farm at Port Brownsville.

Valley Oil Boom Started In 1934

The Valley's young oil industry, now providing sizeable tonnage for refineries, tank farms and tanker vessels, got off to a real start in September, 1934.

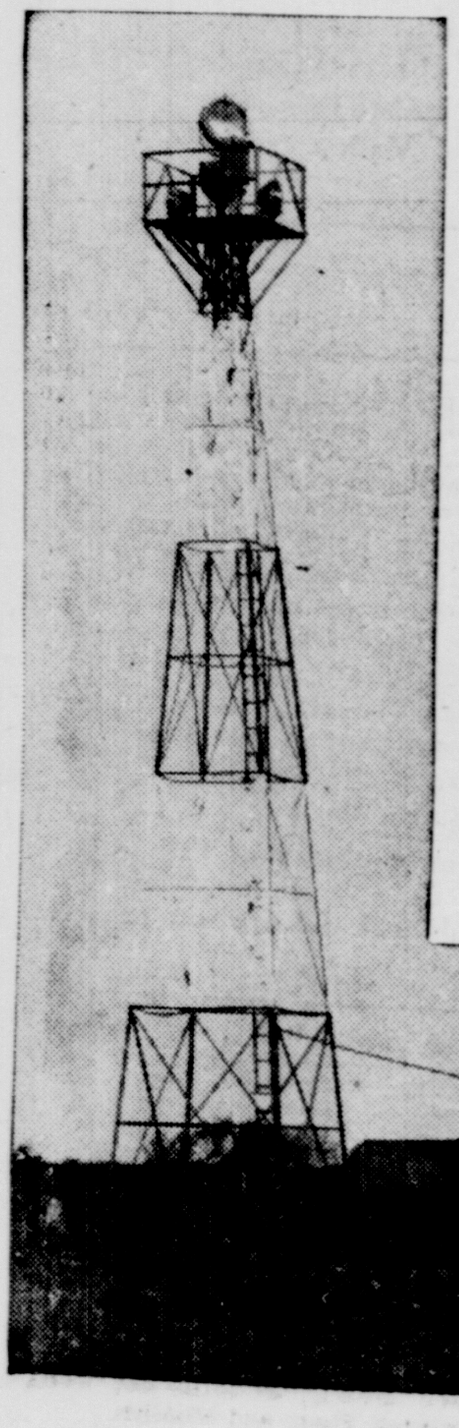
The start came with discovery of oil on a commercial scale near the old townsite of Samfordyce in Hidalgo county.

Before that, oil had been found in small quantities in shallow Starr county sands. After those early discoveries, a number of wildcatters sprang up throughout Hidalgo county, but failed to hit pay dirt. Later wildcatters did better.

The discovery well was spudded in on May 2, 1934, as the No. 1, John Lawrence, Tract 274, Porcion 39, Reynosa Jurisdiction, western Hidalgo county, at a depth of 2,738-53 feet. Oil from this well began flowing into tanks on Sept. 18, 1934, and soon the field began extending in every direction from the Hidalgo discovery well.

An earlier commercial producer, which paved the way for large-scale production was turned in by Kiersch and Duerksen in 1930, drilling the No. 1 Los Olmos in a shallow field 12 miles north of Rio Grande City. They used a light spudding rig.

Since those early wells, millions of dollars worth of petroleum have been produced in the Valley.



La Ferians Brought Depot to Railroad

Early La Feria residents brought their own railroad depot into town on two flat cars, pulled by a team of horses.

Among those who aided in this task was G. J. Schnorenberg, formerly of Minneapolis, who laid out the townsite of La Feria in 1910.

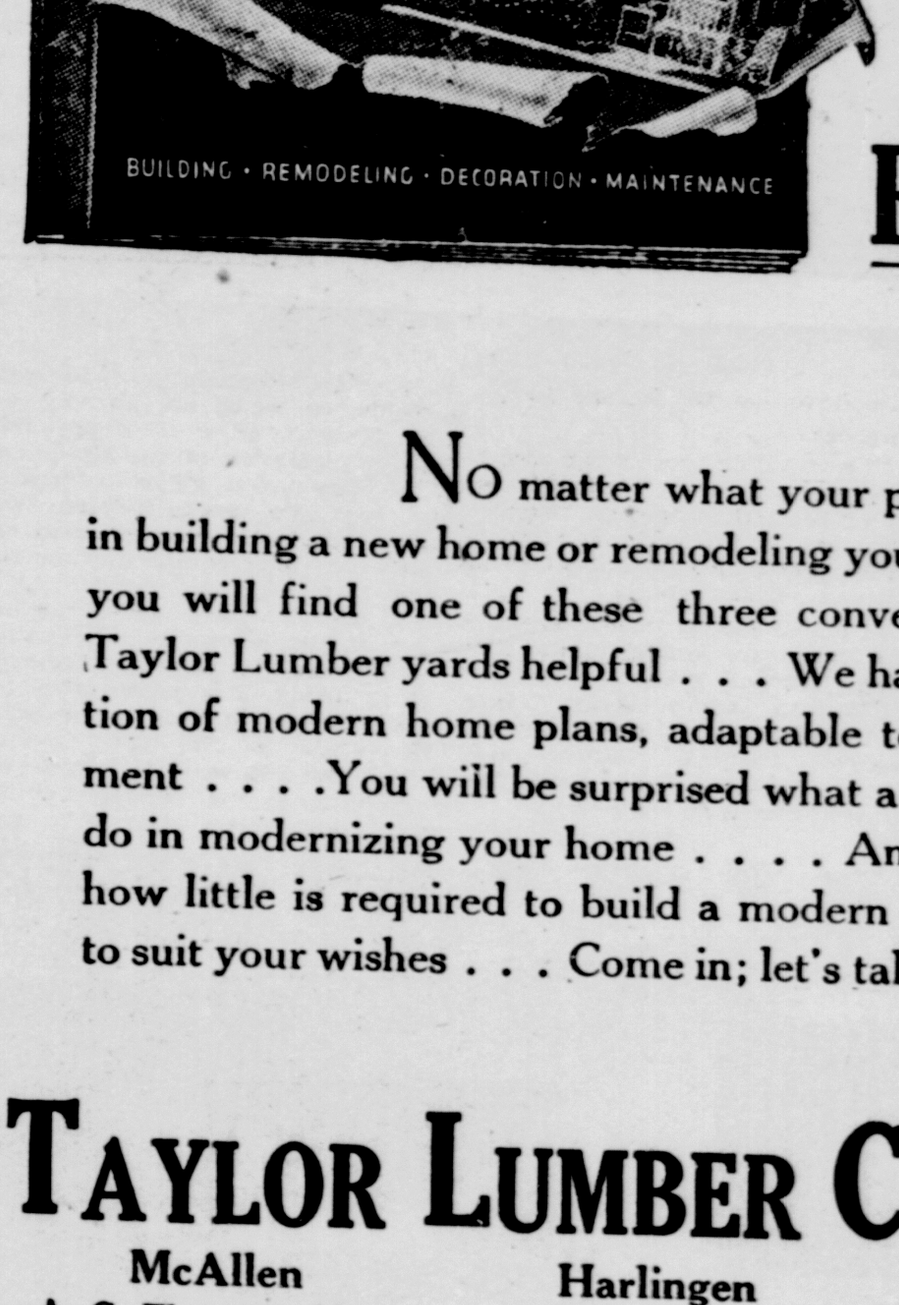
The depot was moved from Bixby, about a mile and a half west, after the railroad refused to provide one for La Feria's developers.

The city was incorporated May 20, 1915. B. H. Dunlap was the first mayor.

La Feria's irrigation district is among the oldest in the Valley.

Radio Beacon

RADIO BEACON, ONE OF SEVERAL LOCATED IN THE VALLEY TO GUIDE PLANES, PRINCIPALLY REGULAR PASSENGER LINERS. THEY WERE ERECTED WHEN AVIATION BECAME A MAJOR ACTIVITY IN THE VALLEY.



Do You Plan to Build or Remodel?

No matter what your problem may be, in building a new home or remodeling your present home, you will find one of these three conveniently located Taylor Lumber yards helpful . . . We have a wide selection of modern home plans, adaptable to every requirement . . . .You will be surprised what a few dollars will do in modernizing your home . . . . And even more so, how little is required to build a modern new home, just to suit your wishes . . . Come in; let's talk it over.

TAYLOR LUMBER COMPANY

McAllen — A. G. Thornton, Mgr. — Phone 16

Harlingen — J. C. Atchison, Mgr. — Phone 24

Brownsville — Joe Atchison, Mgr. — Phone 506

500-Mile System Brings Valley Natural Gas

Valley Banks, Deposits Growing, Serve Big Area

Fifteen national and state banks in the Lower Rio Grande Valley constitute a sound, dependable, well-distributed financial structure for the entire region.

The banks are located in towns from the east end, Brownsville, as far west as Rio Grande City, each institution providing its territory with complete service.

Steady growth of the Valley's business and population is reflected in the rise of bank deposits. The last call—issued on January 3 — showed that Valley bank deposits on December 31, 1940, had increased by $1,281,899 over the deposits on December 31, 1939.

Deposits on December 31, 1940, totaled $17,528,697.39, compared to $16,246,797.80 on the same date a year before. Previous December calls showed the following deposits: 1934 —$10,523,030; 1935—$10,855,404; 1936 —$12,404,943; 1937—$15,618,164; 1938 —$14,937,766.

By counties, Hidalgo leads with eight banks showing total deposits of $8,896,306.88. Cameron, with five banks showing total deposits of $6,-928.169. Willacy has two banks with total depotits of $1,240,961.16, and Starr county's lone bank has $463,-232.86 on deposit.

The Valley banks: First National, Brownsville; San Benito Bank and Trust Company; First National, Harlingen; State Bank, Los Fresnos; First National, La Feria; State Bank, Raymondville; First National, Raymondville; Hidalgo Bank and Trust, Mercedes; First National, Mercedes; First National, Weslaco; City State Bank and Trust, McAllen; First National, Edinburg; First National, Mission; First State Bank and Trust, Mission; Citizens State Bank, Donna; Security State Bank, San Juan; First State Bank, Alamo; First State Bank and Trust, Rio Grande City.

16 Cities Get Steady Supply Of Piped Fuel

A STEADY supply of cheap fuel has been and continues to be a major factor in the Valley's constant growth.

Natural gas, used in increasing quantities by Valley industries and domestic consumers, has been available to this section since 1927, when the Rio Grande Valley Gas Company completed its lines.

Today, the company serves 16 cities in the Valley with a soundly-engineered system that has stood up under severest strains, including the worst weather, without a break in service.

100 Persons Employed

More than 100 employes, most of them especially trained, and the latest type of instruments and apparatus on the lines, keep constant watch on the service.

The original system was designed to provide service far in excess of requirements in 1927, with a resultant expenditure of funds out of proportion to the rate of return at that time. The wisdom of this program has been proved many times, as, for instance, when demand increases tenfold or more over the normal demand.

Make Improvements

Since the initial construction was completed, the Rio Grande Valley Gas company has spent more than $1,000,000 on improvements and extensions.

Total pipe in the company's Valley system now is estimated at 500 miles, ranging from an inch and a quarter to 12 inches in diameter. Of this total, about 230 miles are in the transmission system, 255 miles in the distribution systems, and 17 miles in rural lines.

Of the 10,000 consumers taking service, the majority are domestic consumers. Many industries, however, depend on natural gas — described by experts as better quality than found in other parts of the country.

Cheap fuel has been a life saver for many canning plants that might otherwise not be able to operate. It is used also for heating by many commercial and industrial plants. Dehydration plants in particular have found Valley gas valuable. Another important use of natural gas is in the kilns for manufacture of tile and brick from Valley clays.

Valley Mineral Resources Offer Great Possibilities

Mineral resources of the Valley, other than oil, have barely begun to be exploited.

Deposits of valuable minerals have been located in all parts of the Valley, notably Hidalgo, Starr and Zapata counties.

Among these are sulphur, galena, mica and various types of clay.

Sulphur has been found in a state 96 per cent pure. Deposits of galena have been located, mixed with silver and lead.

Huge deposits of oyster shells — converted to limestone — are estimated as a 50-year supply. At one place deposits of oyster shells are reported 38 to 40 feet deep for a 30-mile stretch.

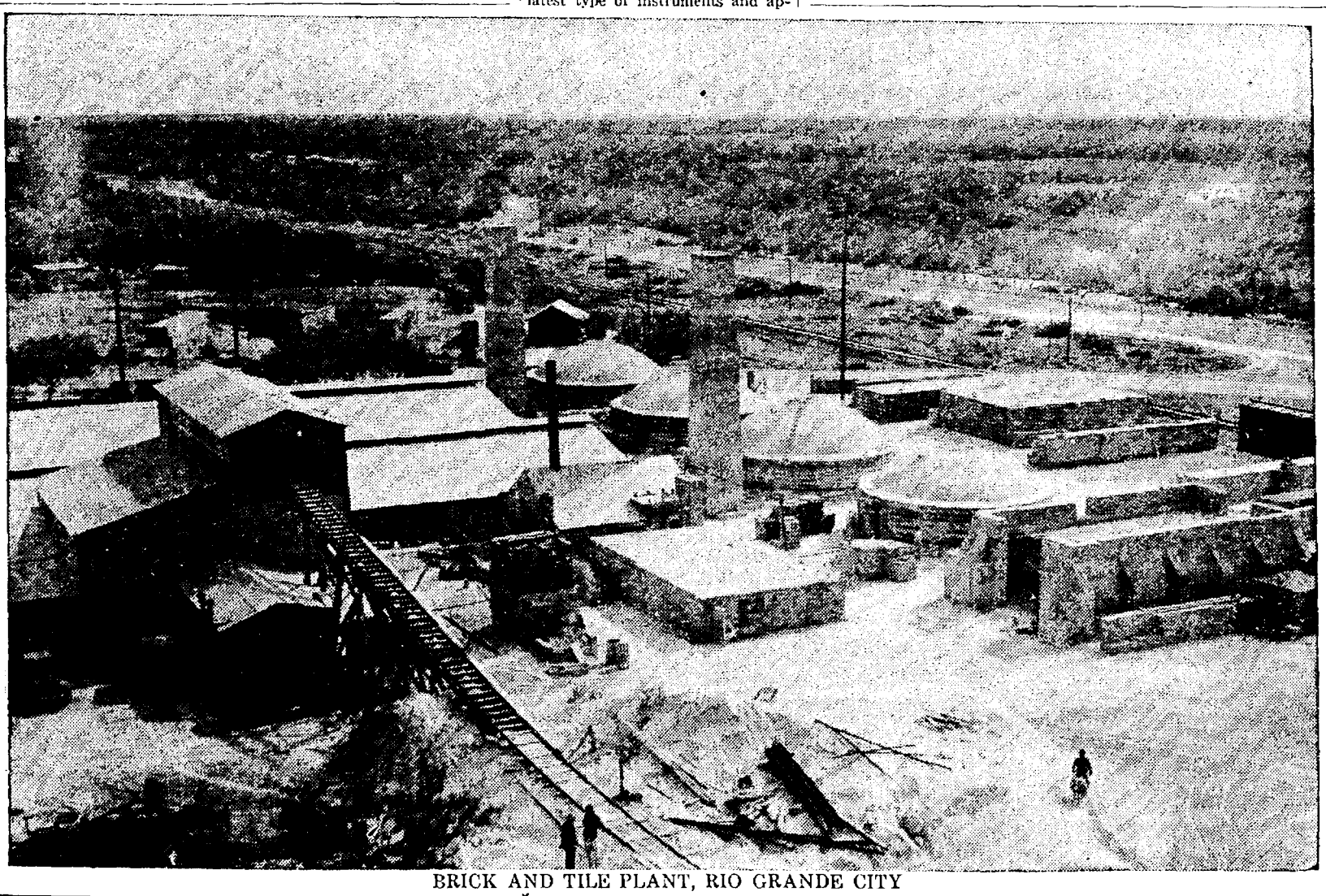
One resource being used abundantly is Valley clay. This is being converted into hollow tile and brick by two plants of the Valley Brick and Tile company.

One plant is located a mile and a half south of Mission, and the other six miles east of Rio Grande City. The Rio Grande City plant makes red brick, hollow tile and vertical building cells. The Mission plant makes white brick and tile.

Approximately 40 men are employed at each plant, operating five kilns with capacity of 110,000 bricks. Natural gas is used for heat in the kilns. It takes eight days to bake bricks. Most of the products are consumed in the Valley.

EARLY STORE

An early Brownsville store was located at 1317 Elizabeth street. It was built by John R. Butler, who came to Port Isabel before 1846 on a sailing vessel. Mr. Butler, associated with early development in Cameron county, was a great grandfather of the Wells, Hicks, Combes, Landrums, Brownes, all prominent Brownsville families.



BRICK AND TILE PLANT, RIO GRANDE CITY

All The Rio Grande Valley Is a Garden!

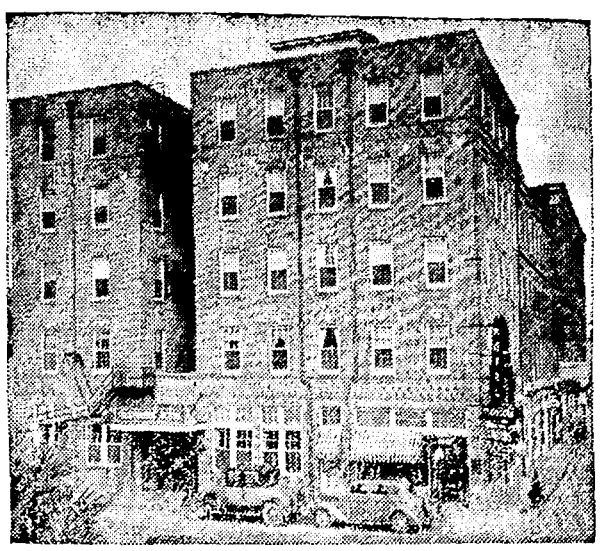
From Raymondville to Brownsville, from Mission to Port Isabel, all the Lower Rio Grande Valley is a garden.

Palm-lined highways take you through mile upon mile of citrus orchards and farms from one interesting community to another, each with its beautiful homes and gardens, with a back-ground of industry.

If you cannot come now to enjoy our ideal winter climate, the Lower Rio Grande Valley promises you an interesting summer, with superb golf courses, sandy beaches and cool breezes . . . best fishing in America . . . and only a short drive from the most remote section of the Valley to Old Mexico, with its quaint customs and old-world atmosphere.

This bank offers every facility available in any modern banking institution.

THE HIDALGO COUNTY BANK AND TRUST COMPANY
MERCEDES, TEXAS



TRAVELERS HOTEL

Convenient . . . Comfortable
. . . Reasonable Rates

A. S. GAY, Manager **Brownsville**

Petroleum Surges As Major Valley Industry

Valley Gets Valued Fuel In Natural Gas Findings

Development of oil deposits brought the Valley benefits in the form of a "by-product" that has become a major fuel resource—natural gas.

Not only as domestic fuel, but as an important adjunct in commercial and industrial development, the almost unlimited supply found in the Valley has added another factor to assure continued growth of this section.

Gas is being used in widespread Valley enterprises, including orchard heating, brick and tile manufacture, dehydration plants, and in many other fields of endeavor.

Valley gas has been found to be of especially high quality—what the technical men call "hotter"—adding to economy of its use.

Another important "by play" of the Valley's oil industry is the recycling plant put in by the Gulf States Oil Company in the San Salvador field 10 miles north of Edinburg.

The recycling plant makes it possible to extract fuel distillates without wasting the gas, which is returned to natural storage for future use.

The recycling process can also be used in "activating" strata of sand which bear oil without gas pressure. The gas is pumped into the oil sands, providing a flow of petroleum without surface pumps.

Principal gas producing areas in the Valley are located in the Jennings, Escobas, Villa, Comitas field in Eastern Zapata county, Lepeno in southern Zapata, Arroyo Grande, Margo, Zacatosa, Haden, Rio Grande City, Wood, and Santo Domingo fields in Starr county.

* * * *

WITH activity in every Valley county, a refinery at Port Isabel, several tank farms, and continued exploration, the production of oil has rapidly become a major industry in the Valley.

From a dribble of petroleum found in Starr county sands as early as 1929, the production in the Valley has risen to a maximum allowable averaging 350,000 barrels monthly, and more than 800 barrels daily.

Twenty-Two Fields

Twenty-two producing fields, with about 560 wells, are turning out the Valley's oil in a steady flow under regulation of the state railroad commission. Fields are located in Starr, Jim Hogg, Hidalgo, Willacy and Brooks counties, with exploration in progress in Cameron county.

Rincon field in Starr county has the largest allowable, more than 100,000 barrels monthly, although other fields have more producing wells. Second in rank is the Colorado field in Jim Hogg county, which has 106 wells, 25-barrel rating for each well, and a monthly maximum allowable of approximately 60,000 barrels.

Where Located

A list of Valley producing fields, county of location, with the number of wells in each, follows.

Alta Mesa, Brooks, 21; Barbacoas, Starr, 2; Boyle, Starr, 6; Colorado, Jim Hogg, 106; El Tanque, Starr, 16; Guerra, Starr, 13; Gutierrez, Jim Hogg, 1; Kelsey, Jim Hogg, 78; Los Olmos, Starr, 73; Nichols, Hidalgo, 1; Ricaby, Starr, 9; Rio Grande City, Starr, 15; Rincon, Starr, 48; North Rincon, Starr, 3; Roma, Starr, 1; North Samfordyce, Hidalgo, 6; Samfordyce, Hidalgo, 93; Sullivan City, Hidalgo, 18; Sun, Starr, 43; Willamar, Willacy, 1; Yzaguirre, Starr, 1; La Gloria, Brooks, 1.

OLD JAIL

The first county jail of Cameron county was located at 531 Thirteenth Street. It was built in 1848. The land on which it stood was acquired by the Francisco Yturria estate.

First enrollments in the University of Texas were registered on September 15, 1883.

Huge Sums Are Spent Locating Valley Pools

Millions of dollars have been spent in the Valley under the impact of oil development that today finds drilling in progress throughout the area.

Wildcatting, which spread into every Valley county during the 10 years of growing petroleum production, has been to a great extent supplanted by an organized drilling program in proven fields.

Tests, however, continue in relatively untried areas of Willacy and Cameron counties. The Cameron tests are principally deep drillings, in search for possible oil-bearing strata around the 10,000-foot level.

Large operators—including major oil companies—are now playing a leading role in Valley oil, acquiring more and more acreage as small independents move out of the picture.

Among the larger firms to enter the Valley field on a large scale is the Continental Oil Company, which purchased a large share of the W. R. Davis Company interests in the Rincon field of eastern Starr county, for a price in the neighborhood of $6,000,000. Continental also acquired the Davis gathering system and pipeline there.

Other major operators include Humble, Sun, Phillips and Standard of Texas.

Willacy county drilling has been intensified, particularly in the new Willamar area, opened by the Pan American Production company's No. 1 Garcia, 18 miles east of Raymondville.

Another new recent development is the program of gas distillate well drilling, to 10,000-foot levels, between Pharr and McAllen.

W. R. DAVIS OIL TANK FARM AT BROWNSVILLE PORT

Valley Served By Two First Class Seaports

Brownsville, Port Isabel Area Outlets

TWO first class, modern seaports — one at Port Isabel and one at Brownsville — serve the Valley.

The recent history of deep water development parallels the giant strides taken in industrial, commercial and agricultural development of the Valley.

Brazos Santiago pass, for hundreds of years a key point in Gulf of Mexico navigation, connects the Port Isabel and Brownsville channels to ports of the world.

From Over World

Ships from all over the world have visited the Valley's ports during the half dozen years of their existence.

Mile-long jetties, 1200 feet apart, guard the Brazos Pass channel, which is 300 feet wide and 34 feet deep.

A channel from the pass to Port Isabel, opened July 30, 1935, has a minimum top width of 25 feet at the water line and bottom width of 100 feet. The channel, 30 feet deep, is four-and-a-half miles long, of which three miles is used by both Brownsville and Port Isabel.

Opened In 1936

Brownsville's port was officially opened May 16, 1936. A 17-mile channel from Brazos pass, 250 feet wide at the water line and 100 feet wide at the bottom, is 28 feet deep.

Modern oil docks, tank farms, and bulk handling plants, in addition to an oil refinery at Port Isabel, are located at both ports.

Pipelines connect the Valley ports to the Valley oil fields..

Fine Wharf Facilities

Besides both ports' modern fireproof wharves and warehouses, additional facilities at Port Brownsville include shipside pre-cooling and storage plants for vegetables and fruit; super high-density cotton compress and concentration plants; two federal and state bonded public merchandise warehouses; 10-acre bonded storage yard for bulk commodities; complete bunkering facilities under all wharves permitting ships to refuel while loading cargo; unloading facilities for tank cars with 12-car capacity; a castor bean shelling and packing plant; a molasses bulk handling plant.

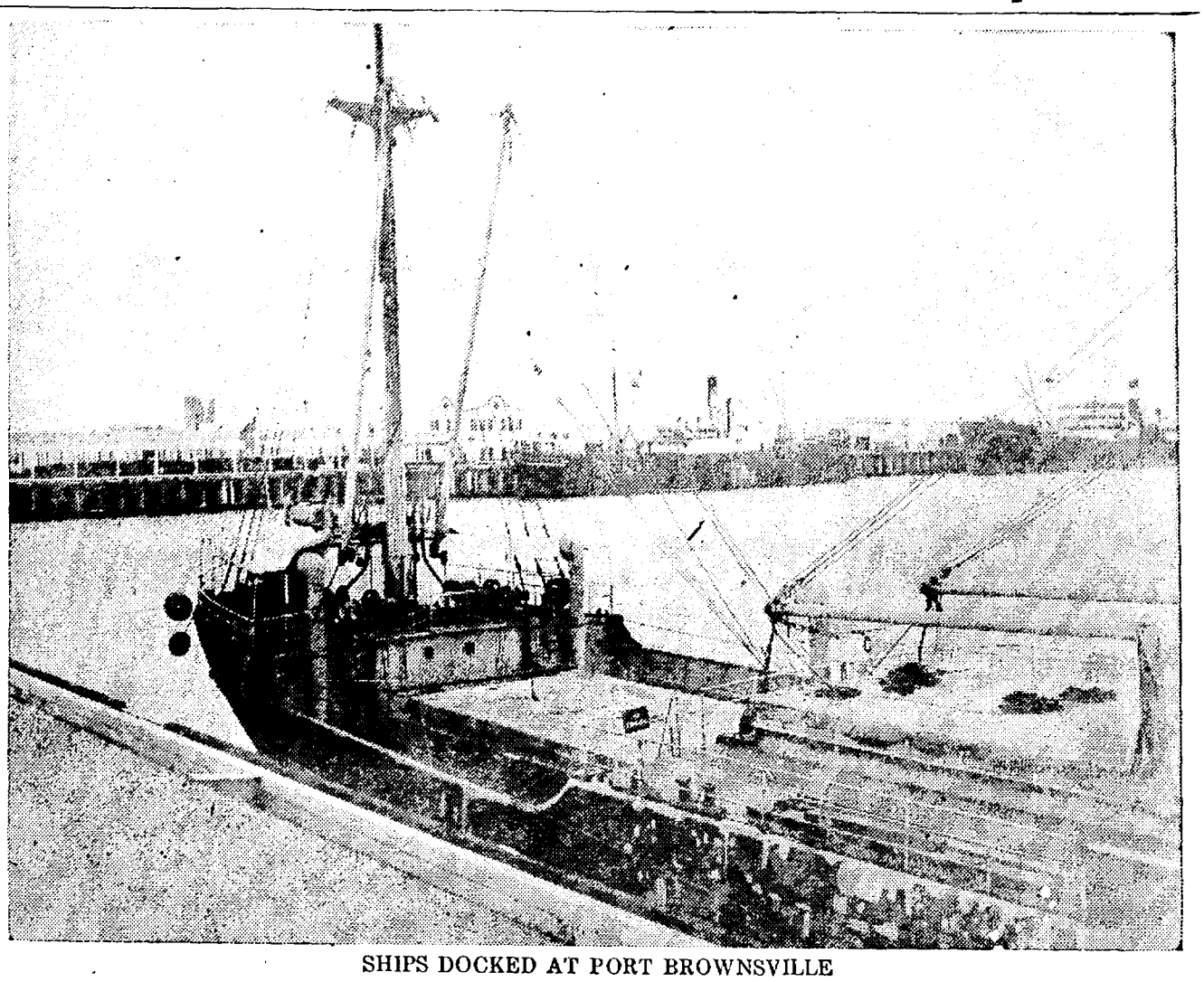
Big Investments

Direct highway and rail transportation, on trunk lines, link the rest of the Valley with the deep-water ports.

Investments at the two ports are estimated at around $8,000,000.

The value of products passing through the ports runs into many millions of dollars annually.

University of Texas geologists have found evidence near Austin indicating that huge sea monsters inhabited the region some 70 million years ago.



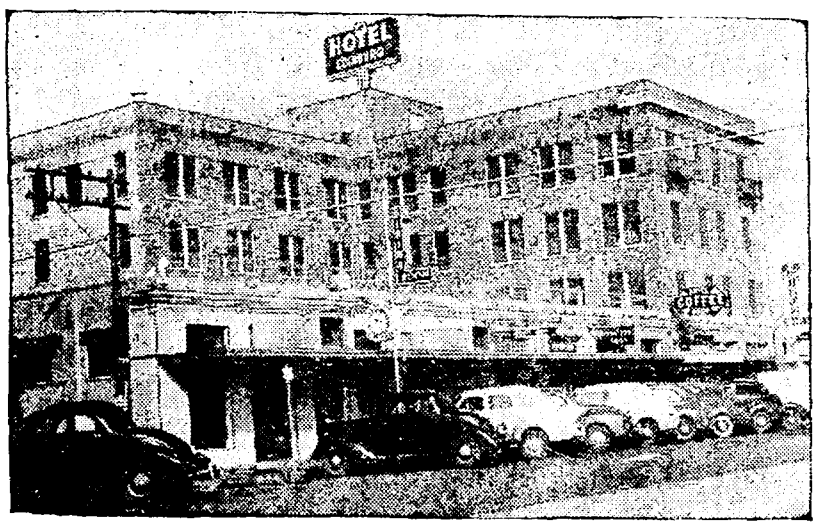
SHIPS DOCKED AT PORT BROWNSVILLE

EARLY RAILROAD

One of the first railroads, not built for commercial operation, however, was functioning in the Rio Grande Valley in 1867. It was built by General Phil Sheridan to transport army supplies down Brazos Island, from the northern tip to the mouth of the Rio Grande.

HOTEL EDINBURG

The House of Friendliness



70 Rooms . . 45 Baths

RATES from $1.50 Up

SPECIAL RATES FOR TOURISTS
BY THE WEEK OR MONTH

Louis Guarcello
-OWNER and MANAGER

Edinburg
TEXAS

Newest and most modern coffee shop and cafe in the Valley . . .

Wholesome, appetizing foods, painstakingly prepared and served with courtesy and consideration.

Special Merchants Luncheon

35c

EDINBURG COFFEE SHOP

In Connection with Hotel

Harold Blagg Jack Campbell

Phone Connections Up 50 Per Cent In 6 Years

Two Bus Lines Serving Valley; Linked To State

MISSOURI PACIFIC BUS

UNION LINE BUS

Served by two main lines, the Valley has seven busses in and seven out daily. In addition, three busses provide intra-Valley service, two between Brownsville and Mission and one between Brownsville and Edinburg.

Newest type, roomy, air-conditioned busses are available on both the Missouri Pacific and the Union bus lines which maintain regular schedules.

The Schedules

The Union bus line operates four busses in and four out daily, between San Antonio, via Harlingen and Willacy county points.

The Missouri Pacific operates three round trips daily between Brownsville and Corpus Christi, via Harlingen.

In addition, the Missouri Pacific operates the two Brownsville-Mission round trips and one Brownsville-Edinburg round trip daily.

Connections in the upper Valley provide bus service to Laredo and other border points to the west.

Time Cut By Road

With completion of the Kenedy county road, bus service time between Brownsville and Corpus Christi was cut by two hours.

The Missouri Pacific launched an "express" bus service which provides a four hour and 20 minute trip between the two cities.

A run between Edinburg and Riviera was also added, making connections with the Express.

FIRST CHURCH

Started by the Oblate Fathers in 1856, the Immaculate Conception church, 12th and Jefferson, Brownsville, is the oldest permanent church building in Brownsville. It was modeled after the famous Rheims Cathedral. Chimes for the 340-pipe organ were contributed by Mifflin Kenedy in 1866. The chandeliers were brought from France.

Area Network Brings Lines To 10,000

MORE than 10,000 telephones link the Valley in an up-to-date system of rapid communication.

This represents an increase of about 50 per cent over the number of telephones in service in 1934, indicating the rate of recovery from the depression.

Among First In State

Brownsville, which today has 2200 telephones, was one of the first cities in Texas to have a telephone system. The first telephones were installed in Brownsville in 1881, six years after Alexander Graham Bell put his first telephone into use in Boston.

By 1882 the Brownsville telephone system was flourishing with a total of 60 subscribers.

The first Texas telephone was installed in 1878 in Galveston by Col. A. H. Belo, founder of the Galveston News, who saw Bell's exhibit at the Philadelphia Centennial exposition.

The Valley's telephones, in Brownsville, were the first to change from the old "crack" magneto type telephones to the improved modern common battery—lift-the-receiver—type.

Early history of the Brownsville exchange and other South Texas exchanges is somewhat obscure. A storm in 1886 wrecked the outside pole lines in this section, and the following year the exchange was abandoned.

Steady Growth

More recent history of the telephone in the Valley shows steady growth. In 1931, a new telephone building was erected in Brownsville and a new switchboard and other telephone equipment were installed. In 1928, the exchange at Edinburg, which at that time had 400 telephones, was changed from magneto operation to common battery. That same year an exchange was started at Edcouch and a new building was put up at Weslaco.

50 Per Cent Rise

The depression cut the number of telephones in the Valley as it did in other parts of the country. The Valley's total dropped to 6900 by 1934. Since that time, however, the total has grown to 10,000, and increased approximately 50 per cent.

Ancient Engine Recalls Start Of Early Railway

A relic of one of Texas' oldest railways—recently passed into history—remains as a museum piece at the Brownsville chamber of commerce park.

It is a wood-burning locomotive that ran on the narrow-gauge railway which used to operate between Brownsville and Port Isabel as early as 1872. Converted to standard gauge, the line was operated until 1940, when it was purchased by the Missouri Pacific lines and service discontinued.

Many Years Ago

Although out-of-Valley railway service was started in 1904, the Valley had its Point Isabel and Rio Grande Valley railway as early as 1872. A charter for this venerable line was granted as far back as 1853.

The Rio Grande Railway Co. was incorporated Oct. 1, 1866, including among its founders Mifflin Kenedy and Richard King, whose Rio Grande packet boat line was doomed to die with inauguration of the overland service.

In 1871, Celaya Brothers constructed a 22-mile line which made its first trip in 1872. The first engine, a four-wheeler, had a vertical boiler.

The line had a tempestuous history, facing abandonment several times. In 1921, after a Valley-wide drive to raise funds, the road was improved to standard gauge. In 1924, Sugarland interests headed by W. T. Eldredge acquired the line. It changed hands again before the final purchase by the Missouri Pacific, which rerouted the two terminals to connect with MP trunk lines for direct service to Port Isabel and Port Brownsville.

W. B. Clint Agency

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BROWNSVILLE, TEXAS

Insurance

COMPLETE MARINE SERVICE

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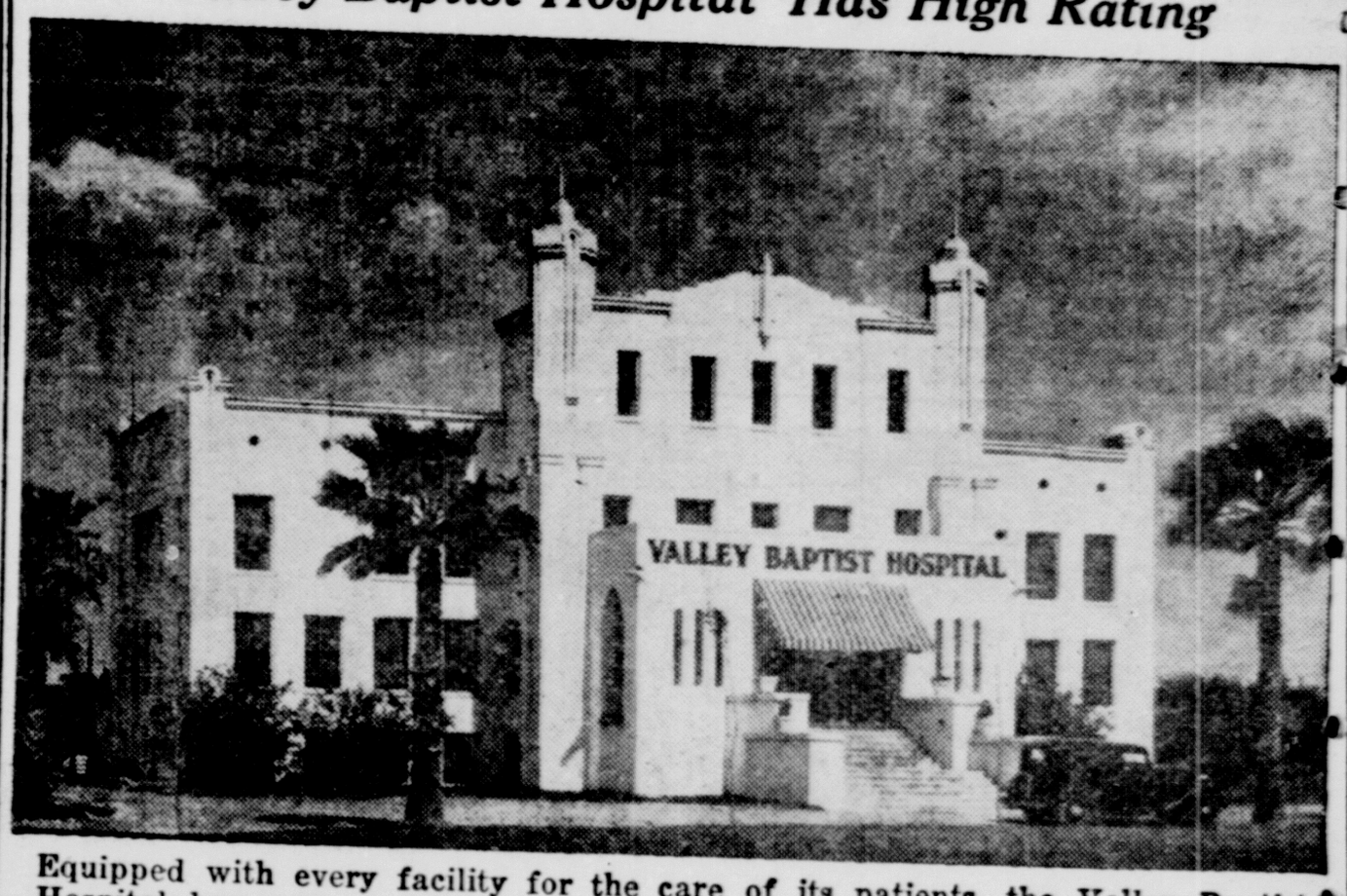
Telephone 37 — and we will call and give you estimates and suggestions on arrangement of copy.

112 S. Broadway — McAllen

Valley Baptist Hospital Has High Rating



Equipped with every facility for the care of its patients, the Valley Baptist Hospital has won an enviable reputation among members of the medical profession throughout the South. It is located in Harlingen, amid pleasant surroundings, free from noise.

Cross the Bridge to REYNOSA

The Link Between the Old and the New!

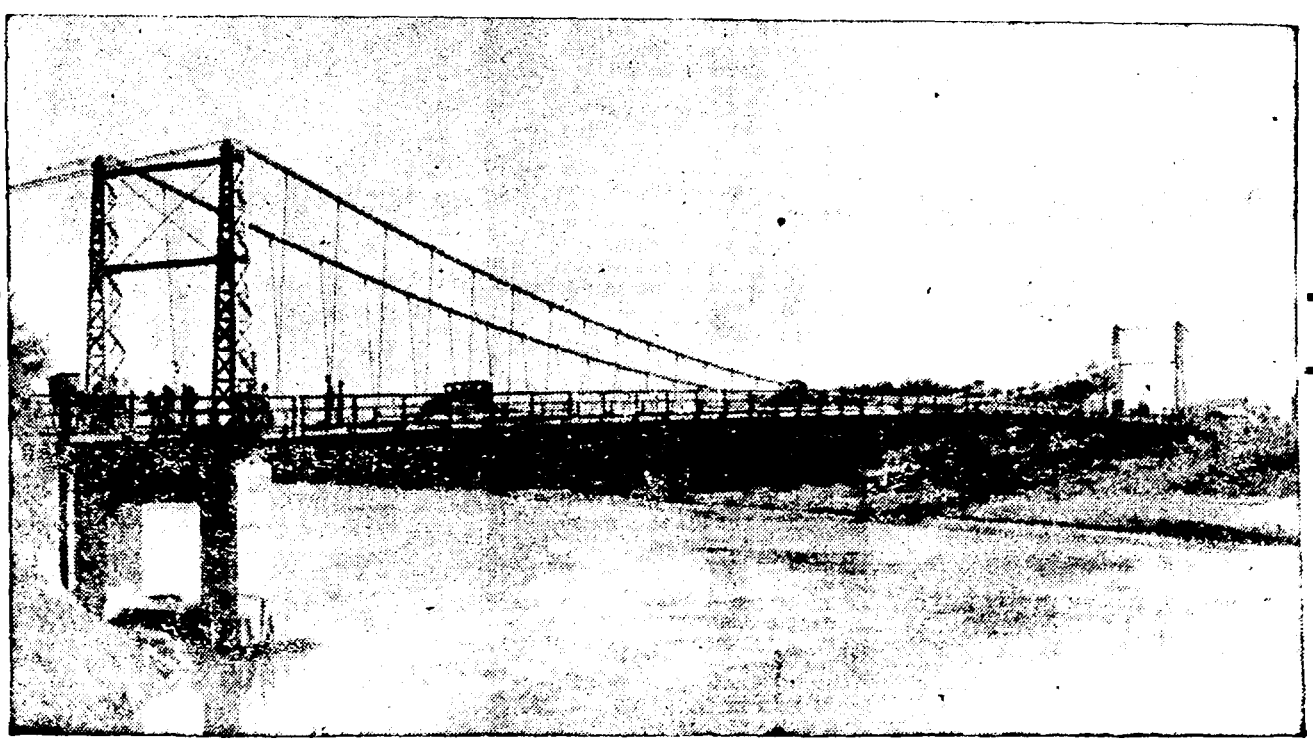
THIS fine structure, with its 450-foot span of steel, is more than a skillful engineering feat . . . It is a link between two countries—a link between the Old and the New!

From the modern communities scattered over the magic Valley of the Rio Grande, on the American side, you pass over this famous river into a different world—a land of romance, with its old-world customs . . .

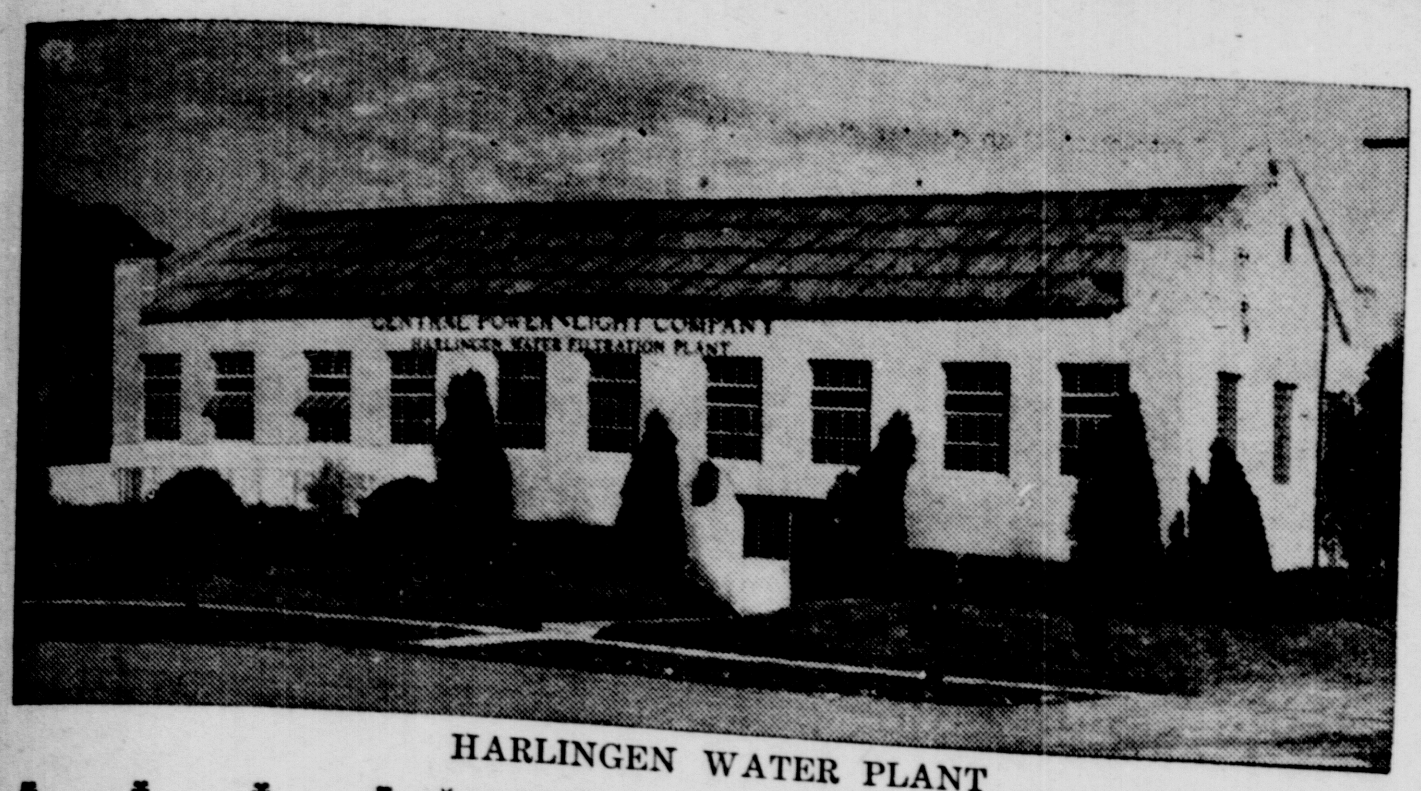
Spend a day in the famous old city of Reynosa, browsing about in its many interesting shops, the typical Mexican plaza, the beautiful old Cathedral, and top off the day with a delightful venison, quail or Mexican dinner at one of the interesting cafes . . .

VALLEY BRIDGE CO.

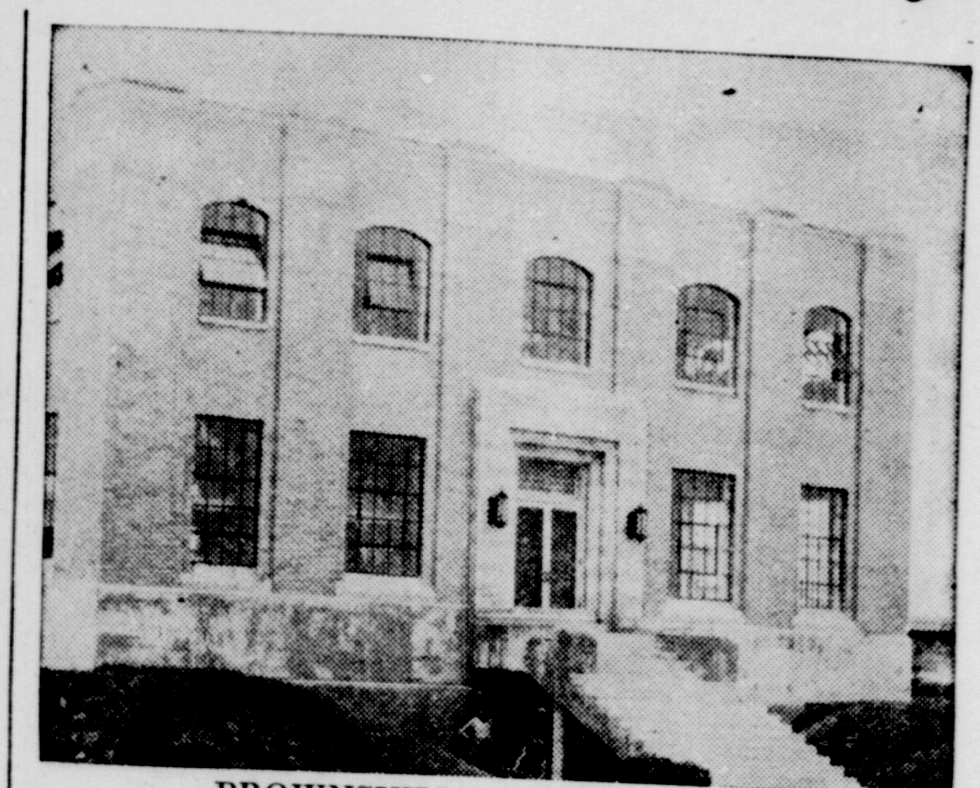
Hidalgo, Texas **Reynosa, Mexico**



Light And Power Network Grows With Valley



HARLINGEN WATER PLANT



BROWNSVILLE POWER PLANT

Electricity Links Area's Communities

ELECTRICITY — lifeblood of the modern world — has had a share, and a major one, in development of the Valley, making it a better place as a home and a workshop.

Paralleling the Valley's growth has been the rise of the Central Power and Light Company, which serves practically the entire Valley, with exception of Brownsville, where the light and water systems are publicly owned and operated.

More than 23,000 electric light and power consumers are connected to Valley systems. Of these, the Central Power and Light company has 18,376 connections, Brownsville (municipally-owned system) 3,041, and the Magic Valley Electric Co-Operative (Rural Electrification Administration) 1,873.

Operates Ice Plants

With approximately 300 miles of transmission lines in the Valley (about 2500 in all of South Texas), the Central Power and Light company (also operating 18 Valley ice plants), has grown from the original Valley Electric and Ice Company, established in 1910.

The first unit was located at San Benito, where main offices and the principal power station, a 32,000-horsepower plant, are still maintained.

Serves Mexico

Besides serving most Valley points, the Central Power and Light company also provides power for distribution systems in the Mexican border towns of Matamoros, Reynosa, Rio Rico and San Pedro.

Electric light rates charged by the company have been gradually reduced from 22 cents a kilowatt hour in 1923 to a rate now averaging from nine to 10 cents a kilowatt.

The Central Power and Light company provides water service to eight towns in the Valley.

Alamo Was First Town of 'Forum'

Public protest prevented the Valley from having a town named "Forum."

Such was the name of what is now Alamo. The label of "Forum" was adopted at a public meeting, and residents obtained a postoffice cancellation stamp with that name.

But the people rebelled at this odd designation and soon telegrams poured into the office of Congressman John Garner. The name was finally changed to Alamo, which was the name originally sought by the Alamo Land and Sugar Company.

The Alamo Townsite company, headed by C. H. Swallow, established the city in 1919. In november of that year, the railroad station was moved from Camp Ebenezer, a mile away, to Alamo.

The city was incorporated in lished the city in 1919. In November. A volunteer fire department was organized in 1927.

Among newer Valley crops is grain grass, commercially produced and dehydrated for special vitamin cattle feed.

Valley's Amateur Radio Units In State Hookup

At least three Valley stations are included in a network of 52 amateur stations being hooked up by the NYA under the national defense program.

The program ties in with the radio schools conducted by the National Youth Administration for Valley youths at McAllen, Harlingen, and Brownsville.

Receiving and transmitting sets have been or are being erected at these three points by the students who are first taught the essentials for commercial operators' licenses and then the technique of construction.

The network will be used by the war department and will also be available to all law enforcement agencies, connecting with the border patrol station at McAllen and the Brownsville police department radio.

In addition, a number of portable units are to be placed in operation.

Oil or gas deposits have been found in all but seven of Texas' 254 counties.

'Commercial Quaker' Was First In Port

The first freighter to bring and load cargo to Port Brownsville on its official opening day, May 16, 1936, was the SS Commercial Quaker of the Mooremack Gulf lines.

The Commercial Quaker brought iron pipe, steel, automobiles, trucks, and canned goods. It loaded tomatoes, canned goods, pineapples, bat guano, garlic and iced vegetables.

Firestone Welcomes You to the Rio Grande Valley!

Firestone symbolizes the true spirit of Friendly Service that is such an integral part of the Rio Grande Valley . . . .

We are a part of these thriving communities and pride ourselves in the service we peform in adding to their development . . . .

No matter whether you want to have your tank filled with gas, your car washed or greased or oil changed, or whether you merely want to powder your nose or secure highway information, you are Welcome at these Firestone Service Stores. . . . Let us prove it by calling on us while visiting in the Valley . . .

FIRESTONE TIRES AND TUBES

Life Protector Tubes
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RETREADING RECAPPING

Firestone

AUTO SUPPLY & SERVICE STORES

Brownsville Harlingen San Benito McAllen

Coastal Canal To Link Valley, Mississippi

Great Inland Waterway Being Built

THE Valley is prepared to add another form of water communication — transportation via barges, probably via the Arroyo Colorado in Cameron county — by becoming a part of the Intracoastal canal system.

The Arroyo Colorado navigation district was organized on August 1, 1927, and $500,000 in bonds voted during the height of the Valley's deep water drive which also saw formation of the Brownsville Navigation district (Dec. 22, 1928—$2,000,000 bond issue), and the San Benito-Port Isabel Navigation District (Dec. 29, 1928—$500,000 bond issue).

Great Waterway

The Intracoastal Canal system, when completed, is expected to be one of the great inland waterway networks of the world, linking the Mississippi with the Rio Grande.

Many of the connecting streams have already been authorized for improvement as feeders and tributaries to the canal. Its extension to Corpus Christi has been assured, and the next step will be to the Valley, via Port Isabel.

Surveys Made

Surveys already have been made in prospective tonnage in the Valley.

The Intracoastal Canal Association of Louisiana and Texas, backers of the inland canal for light-draft vessels, was formed 30 years ago.

The dredged Arroyo Colorado channel is nine feet deep and 100 feet wide.

Extensions Talked

An extension to Mercedes and Weslaco is also on the Intracoastal Canal program.

In addition to its commercial use, the Arroyo offers good possibilities for pleasure craft.

PAINTING OF LAST RIO STEAMER

'Diamond Loop' Is Now Reality

The famous "Diamond Loop" came into being with completion of the 49-mile Kenedy county link in the Hug-the-Coast highway.

Creation of the Diamond Loop was a Valley and South Texas dream for 27 years before it blossomed into reality.

At the celebration marking the opening of the Kenedy county highway, Dec. 17, 1940, hundreds of cars appeared with "Diamond Loop" tags.

As originally laid out, the Diamond Loop extends from the Valley to Corpus Christi, then to San Antonio, to Laredo and back to the Valley.

J. A. Graham, San Benito, then commissioner of Cameron county, in 1913 proposed the scenic route which came to be known as the Diamond Loop. Later Verne Conrad of Brownsville laid out a route through Kenedy county.

Prominent in the Kenedy county — Hug-the-Coast — Diamond Loop highway preparation were E. W. Archer of Lyford and Nat Wetzel of Raymondville.

Kenedy Highway Opening Will Change King Ranch

The historical King Ranch, whose edges dip into the northern sections of the Valley, is due for some changes as a result of the new Kenedy county road opened recently.

For one thing, the old Norias ranch house is being abandoned and it is giving way to a handsome building removed from the main line of traffic.

Growth Began in 1846

The growth of the King Ranch, which at one time covered territory including an area which is now seven counties, started with the arrival of troops in 1846.

With them came Capt. Richard King and Capt. Mifflin Kenedy, whose river steamboat company thrived. Abandoning it, King, with Robert J. Kleberg, another pioneer, branched into overland transportation and acquisition of large acreage for their cattle enterprises.

Buys Entire Grant

From an early accumulation of 350,000 acres, the King ranch was built by Kleberg to 1,500,000 acres. The famous "King ranch fence" kept spreading out in every direction. In one transaction the entire 410,000-acre San Juan de Carricitos grant, extending to the Arroyo Colorado, was bought.

The "castle" at Santa Gertrudis ranch was built by King for his bride, Henrietta Chamberlain, daughter of Rev. Hiram Chamberlain, the first Protestant minister on the Rio Grande.

One-Way Bridge Will Span Valley Channel

A one-way bridge with an underpass for traffic in the opposite direction, is to be constructed across the Sebastian floodway.

Plans being drawn call for northbound traffic across a concrete-paved bridge, with southbound travel via the underpass. Water in the floodway would stop traffic for a few days about every two years. During that period the bridge would be used temporarily for two-way traffic.

Wall Painting Recalls Early Rio Navigation

A mural painting in Rio Grande City is a reminder that the Valley went nautical nearly a century ago.

The painting, by Humberto Cavazos of Penitas, is on a wall of the Hotel Ringgold restaurant.

It depicts the famous old paddle-wheel packet boat, the "Bessie," docked at Rio Grande City. The Bessie was the last of the Rio Grande steamers that plied the river between the mouth and Roma. It wound up its career about 1893.

Started In 1846

Navigation of the Rio Grande was started by Capt. Mifflin Kenedy and Capt. Richard King in 1846.

The 1849 gold rush brought a number of boomers to this section, seeking a shorter route to California. They rode the Rio Grande steamers as far as Roma, and continued overland.

Coming of the railroads brought an end to water traffic.

Association Formed

Agitation for deep water got under way again in 1911, with formation of the Brownsville Waterways association.

Many Valley-wide meetings were held, and campaigns continued to obtain deep water.

Numerous Valley citizens worked hard and long in the campaigns and many contributed generously in cash to aid the preparatory work, which at one stage involved standardizing the narrow-guage Point Isabel and Rio Grande Valley railway.

Three Districts

In 1926, the federal government built jetties at Brazos Santiago and dredged the outer pass.

By 1929, three navigation districts had been formed. In 1935, Port Isabel was officially opened and the following year the Port of Brownsville was inaugurated.

Methodists lead all denominations among students enrolled at the University of Texas.

Bay Towing Co.

Operating Tugs and Oil Barges

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TEXAS CITY, TEXAS

CORPUS CHRISTI, TEXAS

PORT ISABEL, TEXAS

PORT ARANSAS, TEXAS

BROWNSVILLE, TEXAS

Also Deep Sea and Coastwise Towing

Brownsville Port Compress and Bonded Warehouses, Inc.

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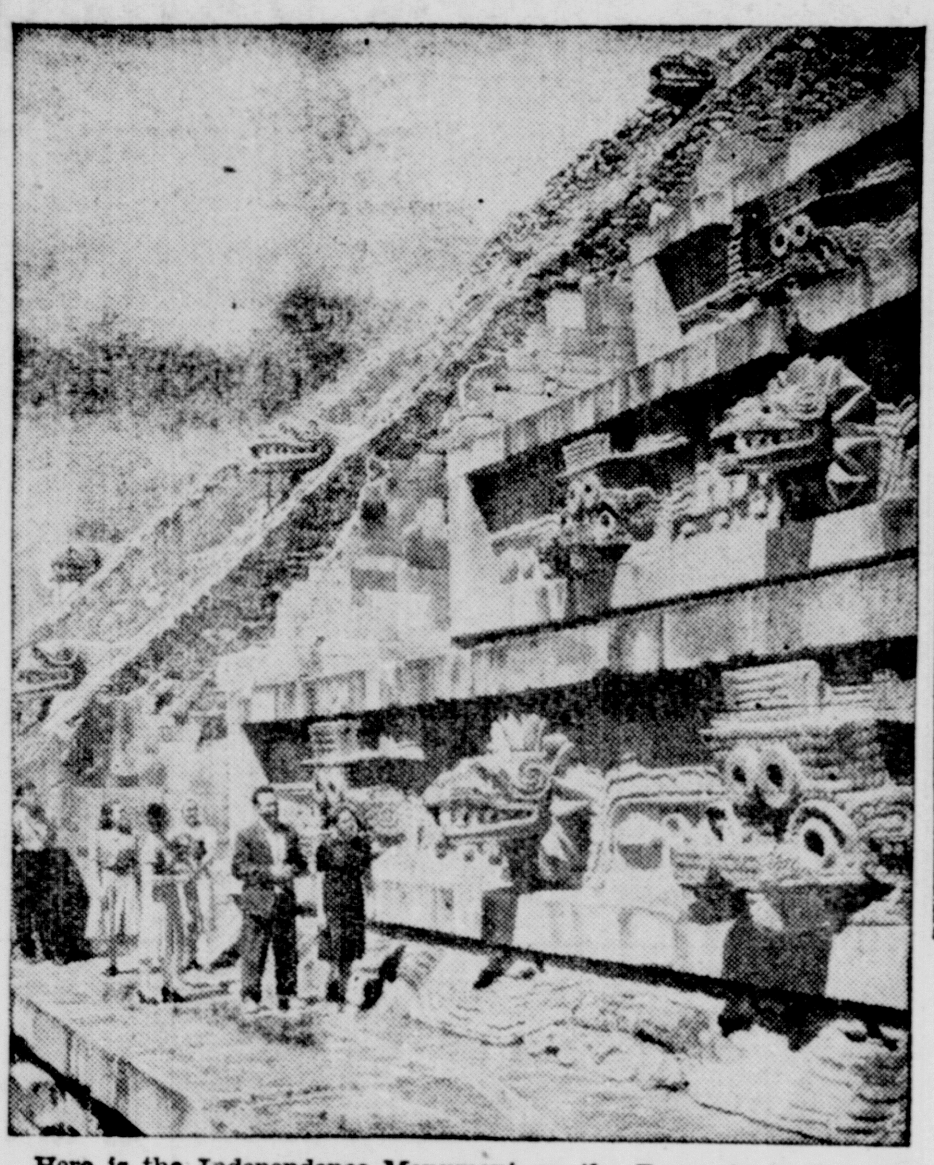
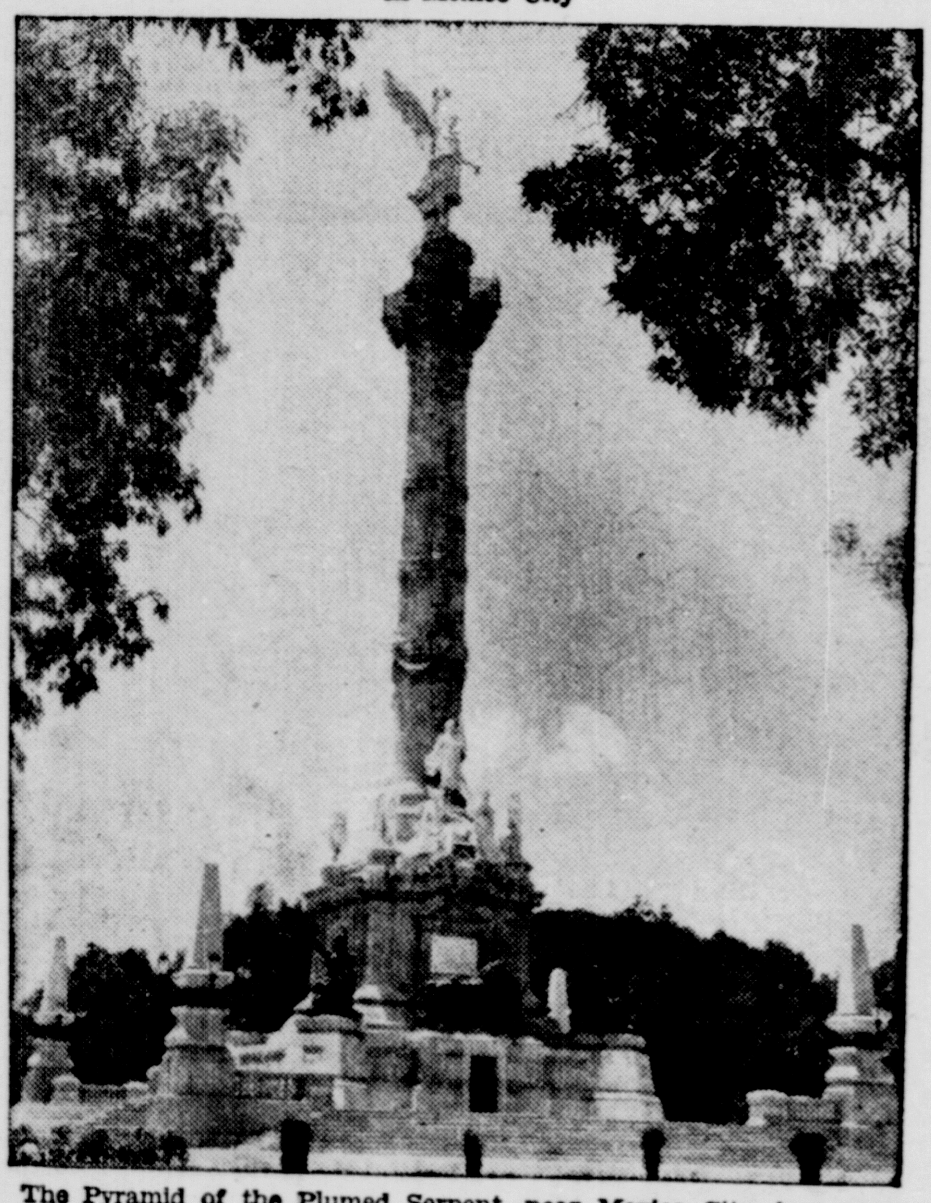
BASCOM COX, Secretary-Treasurer

TELEPHONE 1168

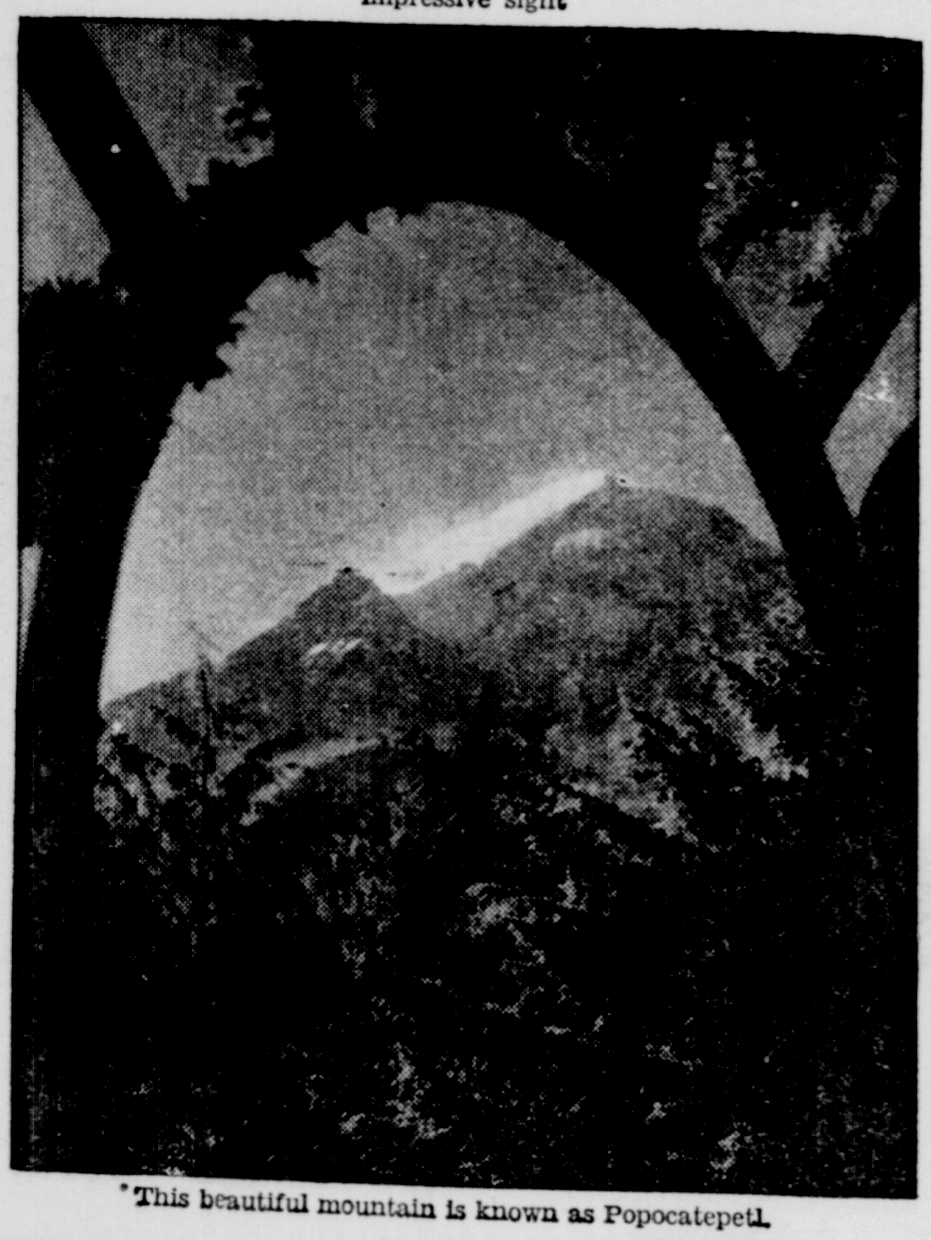
OFFICES AND WAREHOUSES AT TURNING BASIN PORT OF BROWNSVILLE



Here is the Independence Monument on the Paseo de la Reforma in Mexico City



The Pyramid of the Plumed Serpent, near Mexico City, is a very impressive sight



This beautiful mountain is known as Popocatepetl.

—All Photos by Glenn Dennis

One of the Beautiful Cathedrals in Cuernavaca

Buy a Package of Pleasure!

PLANNED TRIPS Via PAN AMERICAN AIRWAYS To MEXICO CITY and GUATEMALA

Any vacation is all too short for Mexico and Guatemala. How to pack each hour with pleasure, wasting no time on tedious travel and petty details, that is the question. A Pan American all-expense air tour is the answer! A single reasonably priced ticket includes the finest and fastest of transportation, superb meals and hotel accomodations, a hand-picked array of sightseeing attractions. Permitting much the freedom of independent travel, each tour is so "packaged" as to be a complete vacation.

MAGNIFICENT IN SCENERY, exotic in color,. thrilling in the pageantry of their past and present, Mexico and Guatemala lie within easy range for those who fly . . . their fascinating capitals a mere 3 1-2 and 8 1-2 hours respectively from Brownsville, Texas. And that means, by convenient air and rail connections there with Pan American's service, but little longer from any principal city in the United States.

You can't even think of Mexico and Guatemala without an anticipatory thrill. Conjecture your sensations on actually seeing their wonders! The spectacles and diversions of their modern cities vie for attention with contiguous landmarks of the Castilian courts, with nearby temples and pyramids of the Aztec and Mayan civilizations.

Mexico Tours May Start Any Day of the Week

Pan American provides two round trips daily to Mexico. Passengers may leave Brownsville either at 9:10 a. m. or 2 p. m. Both schedules use the famous 21-passenger Douglas airliners, the last word in luxury and comfort.

TOUR PAM-1 — 8 DAYS

Inclusive fare from Brownsville $118.00 per person.

1st Day Sun.—Leave Brownsville, Texas, at 9:10 a.m. Arrive Mexico City 12:35 p.m. Transfer to the hotel.

2nd Day Mon.—Full day drive to Cholula and Puebla.

3rd Day Tues.—Full day drive through Mexico City, visiting the principal points of interest in the city.

4th Day Wed.—By motor to Cuernavaca, visiting Cortes' Palace and other points of interest and continuing to Taxco for the night.

5th Day Thurs.—Morning in picturesque Taxco. After lunch return to Mexico City by motor.

6th Day Fri.—In Mexico City—free.

7th Day Sat. Full day drive to Pyramids of San Juan Teotihuacan, visiting en route the Shrine of Guadalupe and the Monastery of Acolman.

8th Day Sun.—Leave the hotel in the morning. Motor to the "Floating Gardens" of Xochimilco and thence to the airport. Leave Mexico City shortly after noon. Arrive Brownsville, Texas, 4:30 p.m.

TOUR PGM-1—15 DAYS

Inclusive fare from Brownsville, $273.00 per person

1st Day Sun.—Leave Brownsville, Texas 9:10 a.m. Arrive Mexico City 12:30 p.m. Transfer to hotel.

2nd Day Mon. to 8th Day Sun.—In Mexico. During this time the same sight-seeing program as that of Tour PAM-1 will be provided with the exception that on the 8th day, Sunday, a full day drive to the "Floating Gardens" of Xochimilco and a trip by native "canoa' through the canals will be included.

9th Day Mon.—Morning free in Mexico City. Leave Mexico City shortly after noon. Arrive Guatemala City 5:35 p.m. Transfer to the hotel.

10th Day Tues. — By motor from Guatemala City to Antigua via the village of Palin and Lake Amatitlan. Afternoon sightseeing and overnight in Antigua.

11th Day Wed.—By motor from Antigua to Chichicastenango with short stops at points of interest and at Lake Atitlan, a launch trip to one of the interesting shore villages. Overnight at Mayan Inn.

12th Day Thurs.—In Chichicastenango, visiting the open air market, the church, the museum and jade collection of Father Rossbach and other attractions.

13th Day Fri.—By motor from Chichicastenango to Guatemala City via Chichoy Pass and Tecpan, arriving in Guatemala City in time for lunch. Afternoon, sightseeing in Guatemala City.

14th Day Sat. Leave Guatemala City at 7:30 a.m. Arrive Brownsville, Texas, at 4:30 p.m.

TOUR PAG-1— 4 DAYS IN GUATEMALA

Inclusive fare from Brownsville, Texas—$197 per person.

Inclusive fare from Mexico, D. F., Mexico—$160 per person.

1st Day Mon.—Leave Brownsville, Texas, 9:10 a.m., or Mexico City, Mexico, at 12:55 p.m. Arrive Guatemala City at 5:35 p.m. Transfer to hotel.

2nd Day Tues.—By motor from Guatemala City to Antigua via the village of Palin and Lake Amatitlan. Afternoon sightseeing and overnight at Antigua.

3rd Day Wed.—By motor from Antigua to Chichastenango with short stops at points of interest and at Lake Atitlan, a launch trip to one of the interesting shore villages. Overnight at Mayan Inn.

4th Day Thurs.—In Chichicastenango, visiting the open air market, the church, the museum and jade collection of Father Rossbach and other points of interest.

5th Day Fri.—By motor from Chichicastenango to Guatemala City via Chichoy Pass and Tecpan, arriving in Guatemala City in time for lunch. Afternoon, sightseeing in Guatemala City.

6th Day Sat. Leave Guatemala City at 7:30 a.m. Arrive Mexico City, Mexico, at 12:10 p.m. or Brownsville, Texas, at 4:30 p.m.

TOUR PRICES INCLUDE

TRANSEPORTATION: Air tickets covering the air routes as specified in the itineraries.

HOTEL ACCOMMODATIONS: In Mexico and Guatemala City at first class hotels on the basis of two persons in a double room with private bath and at hotels in Guatemala outside Guatemala City, on the basis of two persons in a double room without private bath. Slightly higher rates will be quoted for rooms with bath at hotels outside Guatemala City and for single rooms for any of the tours.

MEALS: Meals on planes when aloft and three meals a day in both Mexico and Guatemala.

BAGGAGE: A free baggage allowance of 25 kilos (55 lbs.) per passenger, limited to three pieces.

TRANSFERS: Transfers of passengers and baggage between the airports and hotels are specified in the itineraries.

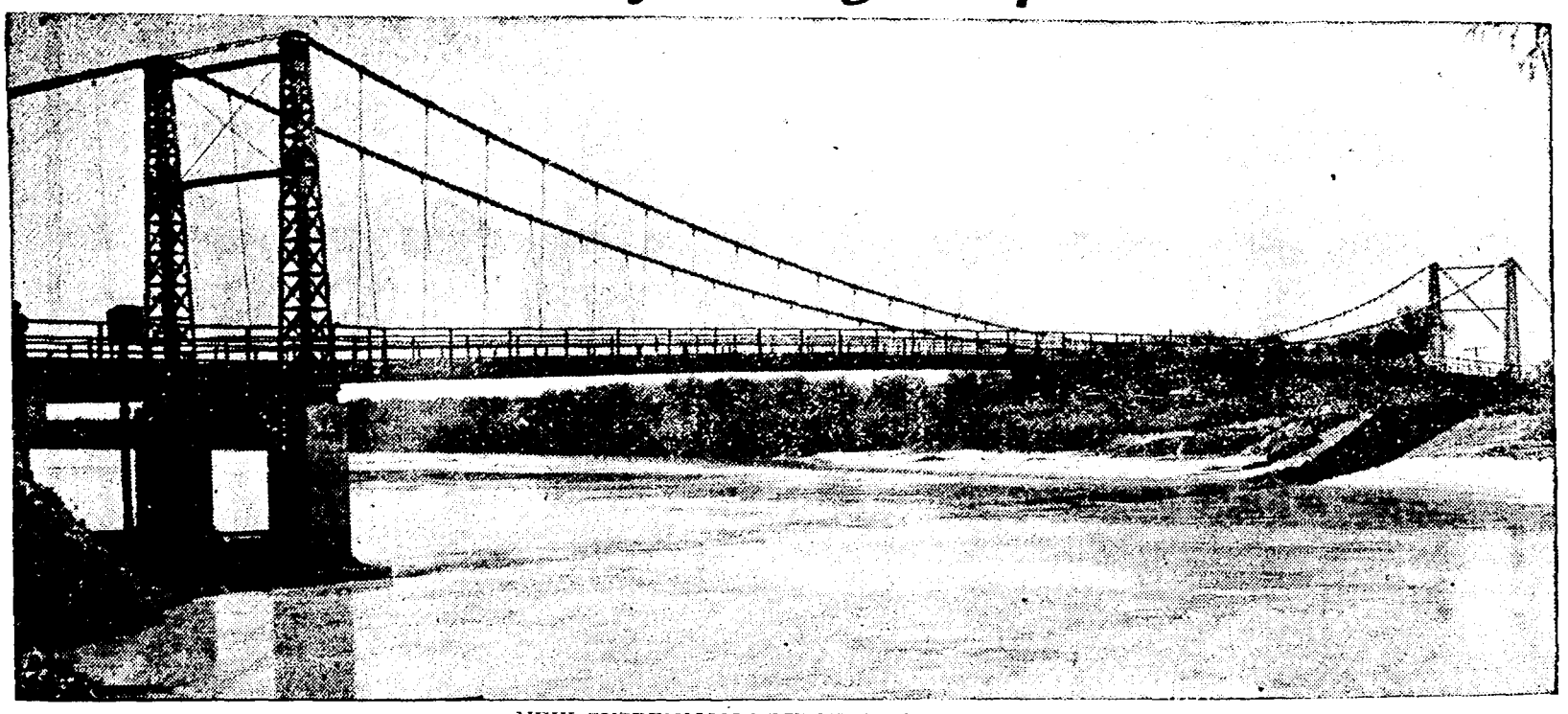
SIGHTSEEING: In small groups in modern 5 or 7 passenger cars accompanied by competent English speaking host. Slightly higher rates will be quoted on request for sightseeing by private motor in groups of two or more.

See your favorite travel agent or

PAN AMERICAN
PAA AIRWAYS SYSTEM

PAN AMERICAN AIRPORT, BROWNSVILLE, TEXAS

Five Modern Valley Bridges Span Rio Grande



NEW SUSPENSION BRIDGE AT HIDALGO-REYNOSA

Valley's Plane Facilities Grow By Leaps and Bounds

Brownsville's Port Tonnage Up 44 Per Cent

Gains of 44 per cent in tonnage and 40 per cent in value of cargoes in 1940 over the 1939 totals reflect the steady growth of Brownsville's port since it opened May, 16, 1936.

Total 1940 tonnage was 202,462, with a value of $21,644,100.

In 1939, the total cargoes amounted to 140,176 tons, valued at $15,787,998.

For 1938, cargoes weighed 97,527 tons, with $11,773,612 value; for 1937, a total of 54,679 tons was valued at $7,076,898, and during the first year, 1936, a total of 39,193 tons moved with a value of $4,335,176.

Grand total of all cargoes moved during the four and a half years of the port's life—until December 1, 1940—was 534,037 tons, with a value of $60,617,787.

The Brownsville Navigation District reported, at the end of the calender year, that its books were closed with a net revenue balance of $32,750.

All operating expenses and a large part of improvement work, plus purchase of nearly 3,000 acres of land are being paid out of operating revenue, district officials reported.

At least seven airfields, including municipally and privately owned fields, are in operation in the Valley, a section of the country ideally suited for further airport expansion.

Besides the big airport at Brownsville, municipal fields are to be found at McAllen, Harlingen and Mission, an army field at Fort Ringgold, Rio Grande City, private airfields at Brownsville, Mercedes, and Harlingen.

In addition, there are several emergency landing fields, with beacons for night flying, designed especially to make passenger plane flights safer.

The major airlines carry passengers, mail and express.

Private airfields include some where regular instruction is available. Instruction is also given at the McAllen municipal port, known as the Sam Miller airfield, where four training planes and six other ships are regularly berthed.

At the Mauldin flying field near Brownsville, in addition to flying instruction and other services, shops are maintained for reconditioning planes, many of which are brought here from Mexico and Central America.

YTURRIA BANK

The business building at 1255 Elizabeth St., SE, known as the Yturria building, was erected in 1853 as the first bank building in Brownsville. It originally belonged to Francisco Yturria, associate of Charles Stillman.

We're Proud—

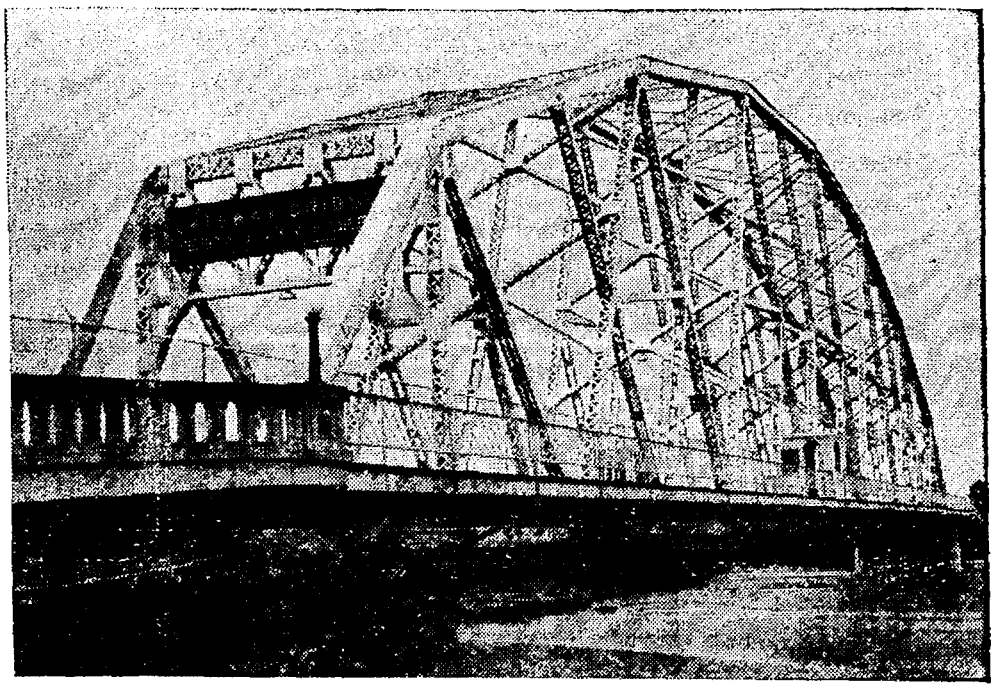
of the rapid growth our business has experienced in the Valley during our years here. We are proud of the faith and co-operation we have enjoyed to make our business bigger and better. Perhaps our pride is based upon the fact that we believe this faith is based on our service to you.

We pledge our support to any and all activities to help build the Lower Rio Grande Valley of Texas.

Walker-Craig Co.

WHOLESALE GROCERS

MISSION KINGSVILLE BROWNSVILLE



GATEWAY BRIDGE, BROWNSVILLE

Attractions In Mexico Accessible

FIVE main paths lead "south of the Border" from the Valley.

The Valley visitor, and resident, too, of course, can reach the multitude of novel attractions of Old Mexico across five modern bridges.

The spans are located at Brownsville, Hidalgo, Roma and Thayer (a few miles south of Mercedes). Two bridges, the Gateway, and the railroad bridge, are at Brownsville. The Thayer bridge leads to Rio Rico, Mexico.

Newest of the Valley's paths to Old Mexico is the handsome suspension bridge completed in December at Hidalgo, eight miles from McAllen, linking that point with Reynosa, in the Mexican state of Tamaulipas.

Newest Span Opens

The Hidalgo - Reynosa bridge, opened Dec. 15, replaced an old bridge that collapsed a year earlier. The new span is 766 feet long, suspended on 12 cables anchored in 2200 cubic feet of concrete. The beeline distance from tower to tower is 450 feet.

Into the new bridge has gone accumulated knowledge of many years of bridge building. Cable hangers across the span permit each cable to carry its individual load instead of the coil cables used on the old structure.

Individual Cables

Anchorages on the bridge are of new design. Large steel rods are attached to the cables and tied into steel plates at the bottom of a concrete block. The rods run through four-inch galvanized pipe set into the concrete.

The new span was designed by A. W. Searles, San Antonio, president and chief engineer of the J. W. Beretta Engineering company, contractors on the bridge.

New structures, housing American and Mexican officials, were also constructed.

Gateway Bridge

The Gateway Bridge at the Rio Grande end of 14th street was opened to traffic with a celebration on July 4, 1928, marking a new era in border river spans. Traffic now moves over that bridge and the railroad bridge, contrasting with the picturesque, but irregular and not quite so efficient rowboat ferry system of the old days.

McAllen Starts Own Gas Plant

McAllen is now being served by two natural gas systems, an indication of the increasing demand for this type of economical fuel.

Pioneer in bringing the natural gas to Valley consumers is the Rio Grande Valley Gas company, which has domestic and industrial service in 15 other cities.

In 1940 the McAllen city commission decided to establish a municipal gas system, construction of lines was begun and first consumers' lines connected.

McAllen's decision arose through proximity of a natural gas producing field at the edge of the city.

Compañia Comercial Reinosa, S. A.

North Side of Main Plaza

Exclusive Distributors of the Exquisite Beer "CARTA BLANCA" and "BOHEMIA"

The Best in America

Imported Wines and Liquors

Wholesale and Retail

Largest Dealers in Reynosa

MANUEL GARZA ZAMORA, Manager

SAM'S PLACE

Tourist Headquarters

Best Foods on the Mexican Border

Excellent Service

We Urge You to Inspect Our Kitchen

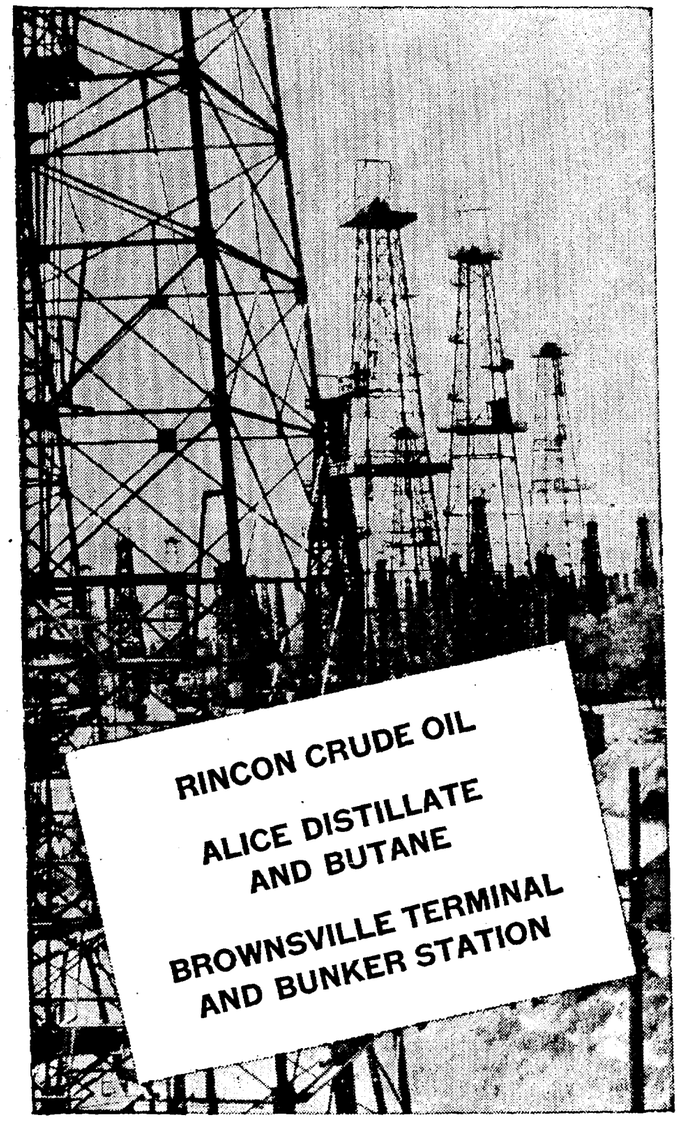
Finest Game Dinners **Fine Cocktails**

Wines and Liquors

PHONE 34 REYNOSA, MEXICO

Star - MONITOR - Herald
1941 Bougainvillea Trail Invitation Edition

W. R. DAVIS, Incorporated



Producers, Transporters and Merchants of Crude Oil and Oil Products

SULPHUR

A Vital Link in the Economic Chain of Texas Progress

After more than twenty years production, the Texas Sulphur Industry has become a firmly established ecnomic asset to the State.

Through its purchases of materials, fuel and supplies, its freight paid to Texas railroads, its payrolls and its taxes paid the State and various subdivisions, the sulphur industry stands out as one of South Texas' outstanding industrial enterprises.

State and County taxes paid by this industry in 1939 amounted to an average of $1.77 per ton or 13.6 per cent of value at the well.

State and County taxes paid by the Texas Gulf Sulphur Company in 1939 amounted to an average of$2.03 per ton or 15.6 per cent of value at the well.

While wage rates are of the highest, State and County taxes alone actually exceeded the total 1939 Texas payroll of this Company.

Texas Gulf Sulphur Company, Inc.

Producers of Crude Sulphur

Citrus Nucleus Of Rio Grande Valley Industry

Investments Estimated At $120,000,000

CITRUS is the "papa" of all Lower Rio Grande Valley industries.

Growing of grapefruit, oranges, lemons, tangerines, and other citrus products is a 120-million-dollar industry.

Approximately 125,000 acres are planted to citrus fruits, and in production. Thousands of additional acres are in seedlings.

8,000 Groves

The Valley's citrus fruit is planted in more than 8,000 separate groves, extending from the Laguna Madre coast to Rio Grande City.

Nearly half the groves are owned by non-residents, most of whom spend the winter months in the Valley.

Value of the Valley's 1940 citrus crop was estimated by the federal department of agriculture at more than $7,000,000. Investment in all Valley citrus orchards is estimated at approximately $120,000,000.

The 1940 grapefruit yield of more than 15,000,000 boxes was valued at $4,350,000 while the orange crop totalling 2,975,000 boxes, was valued at $2,678,000, a total of $7,028,000. These returns represent an increase of almost $400,000 over the valuation of the 1939 crop.

In these figures are reflected the phenomenal growth of the citrus industry during the last 20 years. Total shipments during the 1921 season were 15 carloads a few thousand boxes, compared to shipments today by millions of boxes.

Mostly Grapefruit

Approximately 75 per cent of the Valley citrus acreage is planted in grapefruit and the remainder in oranges, lemons, tangerines, kumquate, tangelos and other varieties of citrus fruit.

Seedless varieties of grapefruit have been supplanting the seeded varieties, and have practically eliminated the latter. Grapefruit that goes into commercial fresh fruit channels is about 95 per cent seedless. Most of the seeded fruit is converted into juice.

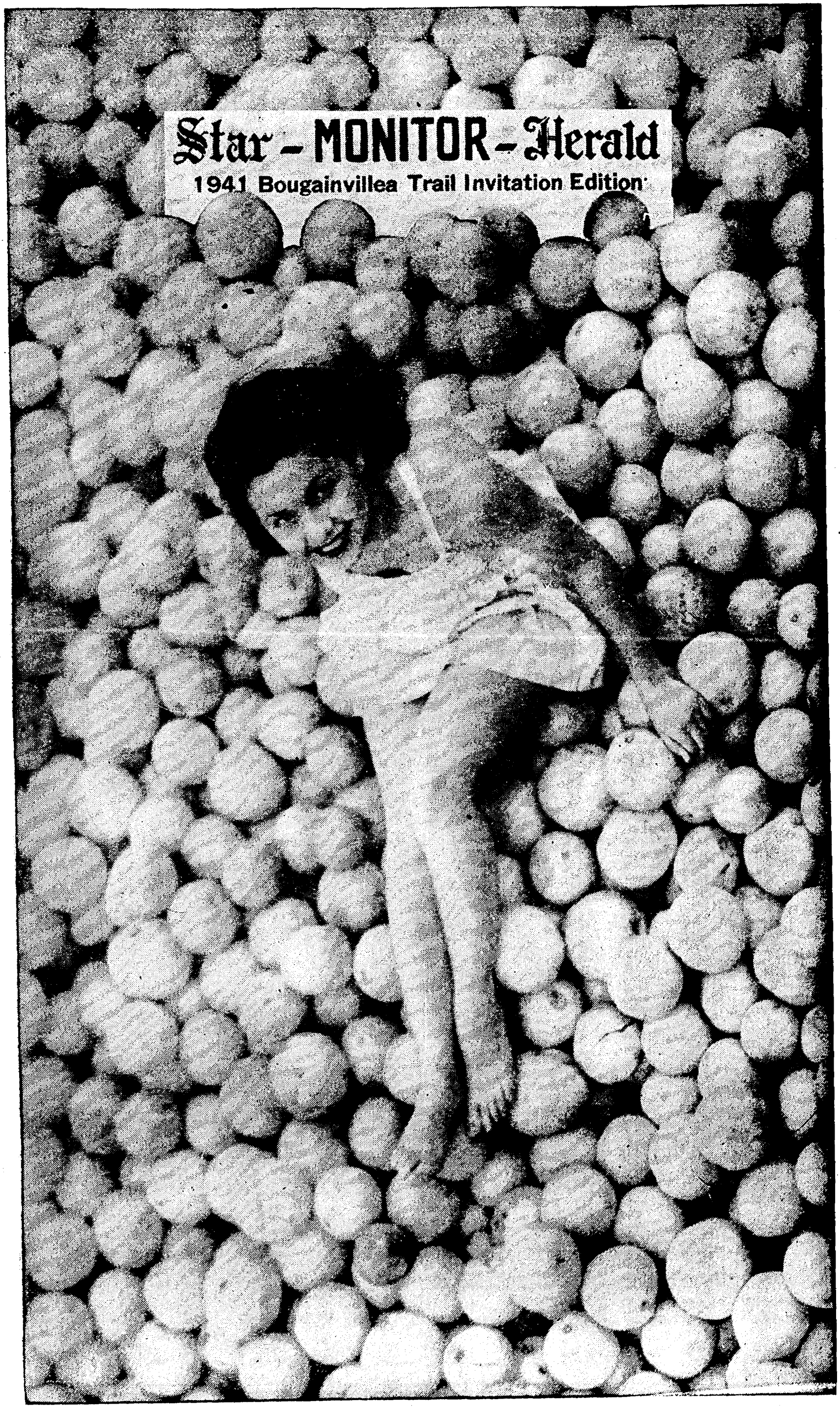
Pink Varieties

Increased acreage is being planted to the more recently developed varieties of pink and red blush grapefruit, which command premium prices on the principal consuming markets.

Planting of oranges is also increasing.

CITRUS FRUIT GROVE IN LOWER RIO GRANDE VALLEY

Stretching as far as the eye can see in this Hidalgo county orchard, the trees are packed with luscious golden grapefruit and oranges.


Star - MONITOR - Herald
1941 Bougainvillea Trail Invitation Edition

Palms, Bougainvillea Weave Graceful Valley Garland

SPLENDOR OF VALLEY LANDSCAPE FRAMED IN GLOWING COLOR

Handsome bougainvillea plant, trained as a vine, spreads over this Lower Rio Grande Valley archway in luxurious profusion, framing a row of towering palms in a typical landscape. This photograph was made at the Valley Baking Company park on the main Valley highway near Harlingen.

Native Trees Abound In Rio Valley Area

A TREASURE house of native trees, shrubs and wild flowers that can be utilized for home and road landscaping exists in the Lower Rio Grande Valley.

Thrive In Valley

Most of the native plants are able to endure neglect and unfavorable growth conditions that would be fatal to immigrant plants. Most of them are resistant to drouth, cold, alkaline soil conditions and salinity.

The native plants will respond to good treatment and some amazing results have been obtained with care and training of ornamental plants.

Trees Listed

Among trees listed by the Valley experiment Station at Weslaco are the following:

Anacahuita (Wild Olive)—A desirable, round-headed evergreen tree with large, dull green leaves; fairly large crinkled white flowers; creamy white, sweetish fruits about the size of olives. Very rapid growing; usually blooms the second year from seed.

Anaqua (Knockaway)—Same family as anacahuita. Evergreen. Can be pruned to symmetrical shape. It produces dark green, rough leaves about two inches long; clusters of dainty, white flowers in great profusion in spring and summer; followed by yellow fruits which turn red when mature.

Ash—A rapid growing semi-deciduous to entirely deciduous tree having light green foliage. It grows rapidly.

Barretta—A small tree seldom reaching a height of more than five or six feet. The leaves are glossy, trifoliate, dark green. In spring it produces clusters of small white flowers followed by reddish brown berries.

Brasil (Brazil Wood)—Sometimes called Bright Green Ebony. One of the best color foliage plants, lends itslef to pruning. Crowded, bright green small leaves, producing small white blooms and bright red fruits.

Catsclaw—Long flowered, round flowered and tree varieties of the acacia family. Featherly foliage, cream colored "tassels." Good honey plants. All can be grown from seed.

Chapote (Possum Plum, Mexican Persimmon)—A small, round-headed evergreen tree, seldom over five feet high. Dark green, glossy, oblong leaves, white flowers, followed by dark blue, plum-like fruit.

Como (Ironwood)—Round-topped evergreen tree. Small, shiny, dark green leaves. Produces greenish flowers in winter, followed by dark blue fruits containing chicle. Chicle can also be obtained by "bleeding" trunk.

Coral Tree—Native along Texas coast. Profusion of bright red "firecracker" blooms, followed by black seed pods filled with bright red seed.

Texas Ebony—Not an ebony, but so-called because of the extremely hard, almost black wood. Prized by cabinet makers for the high polish it takes. Thorny, dark green, produces cream colored acacia flowers after rains, followed by large seed pods.

Elm—Typical elm, differing from other elms in having cork-like wings of watersprouts and young branches.

Guayacan (Soapbush)—Usually a large shrub, but can be pruned to tree form. Produces dark green, dense foliage. Flowers range in color from white to red, but most in the Valley are purple, followed by red, heart-shaped seed pods.

Hackberry — Deciduous, rapid growing. Fondness of birds for its small, red fruits causes it to be reseeded rapidly.

Huisache — Ferny-topped, with profusion of golden yellow, fragrant acacia flowers.

Huisachillo—Differs from huisache in that it seldom attains a height of more than five feet. Produces lemon yellow acacia flowers, and a wool-covered pod that looks like a snapbean.

Mesquite—Feathery-foliaged native tree making a graceful, uneven type of shade. Produces elongated, cream-colored acacia flowers and cylindrical seed pods (used for cattle feed).

Palo Verde (Short-leafed retama)—Open-topped evergreen with green bark and yellow flowers exactly like retama in appearance but with shorter leaves and flat seed pod.

Retama (Jerusalem Thorn) — Rapid growing evergreen tree having bright green bark and producing long, slender leaves, fern like in appearance, yellow flowers tipped with red in the centers, and cylindrical seed pods about three inches long.

Sacred Tree (Biblical Mustard)—Tall shrub or tree, producing bluish, broad leaves and numerous clusters of small, yellow, tubular flowers followed by seed capsules filled with very fine brown mustard-like seed. This is the plant mentioned in the Bible.

Soapberry (Wild Chinaberry) — Deciduous tree. Its white flowers resemble those of ligustrums. Dark, numerous berries, with yellow pulp and black seed. Pulp used in making varnish and floor wax. It will saponify and is sometimes used as a soap substitute.

Tepehuaje—Rapid growing, thornless, evergreen. Produces typical acacia flowers, followed by flat pods. Usually blooms after rain. Four species are found in the Valley.

Umbrella Chinaberry—Deciduous, good source of wood for cabinet work.

Willows—Black, Brittle, Flowering Desert, Button, and False Willows are found in the Valley. The flowering willow belongs to the bignonia family, produces narrow, light green leaves, lavender tubular flowers.

Sabal Mexicana (Sabal Texana)—Native Valley palm, sometimes called Rio Grande Palmetto. Most beautiful and ornamental of native trees. Makes dense shade, grows 25 to 35 feet high. Sturdy, withstands drought, prefers plenty of water. Only native palm grove in United States is found south of Brownsville.

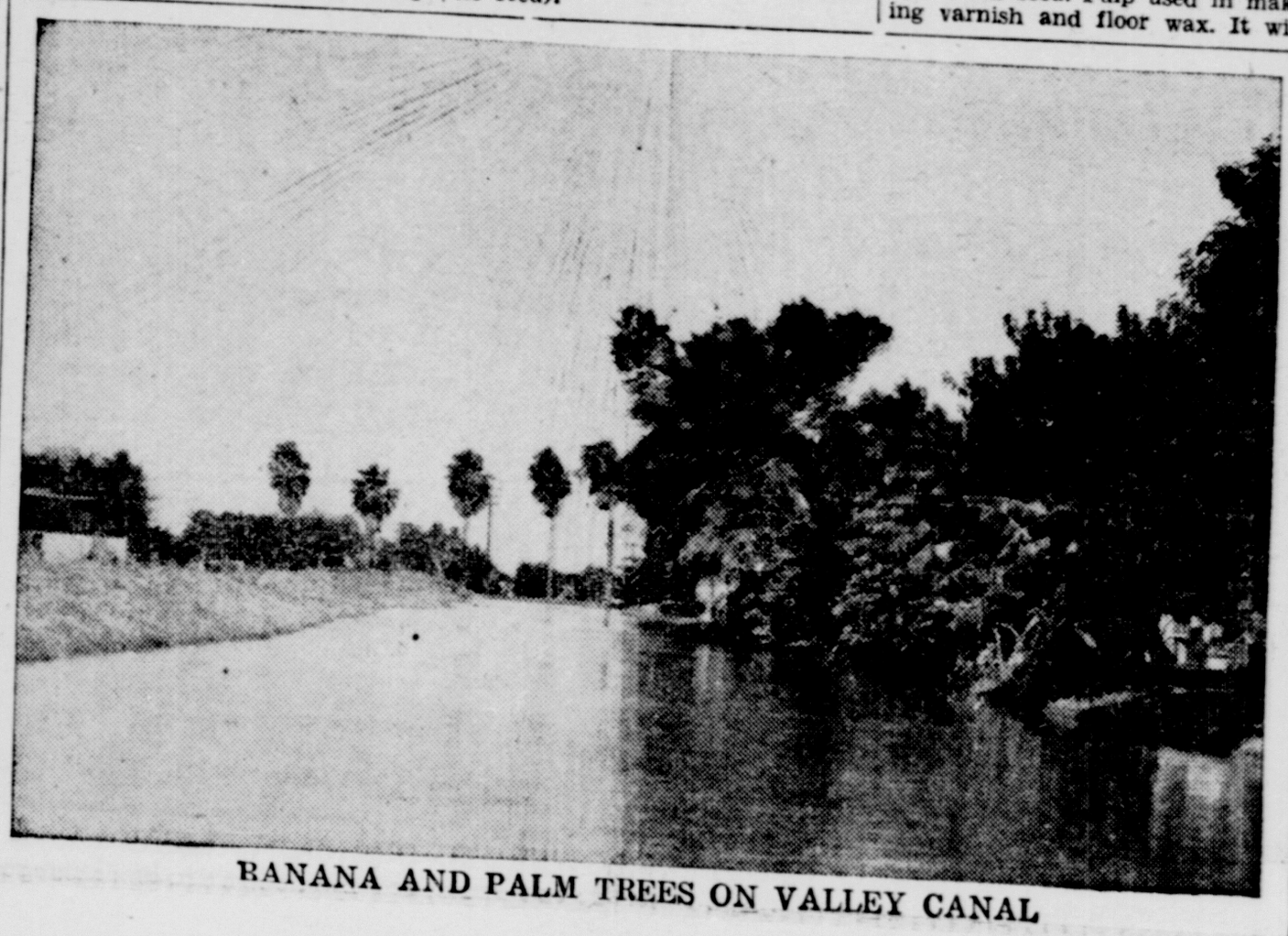
Lantana Camera (Yerba de Cristo)—Three species of this shrub are found in the Valley. Produces flowers from early spring until early winter. When flowers first open, they are orange color, but turn red with age.

Orcajuela—Species of Citharexylum, attractive in flowers and fruit.

Ceniza (Purple Sage) — Ashen gray foliage. Attractive with or without flowers. One of the favorite ornamentals and hedge plants.

Frijolillo—Shrub bearing huge clusters of deep purple flowers, contrasting with paler lavender and violate purple of the purple sage.

Zitherwood—Bears white flowers and gay green, red and black berries.



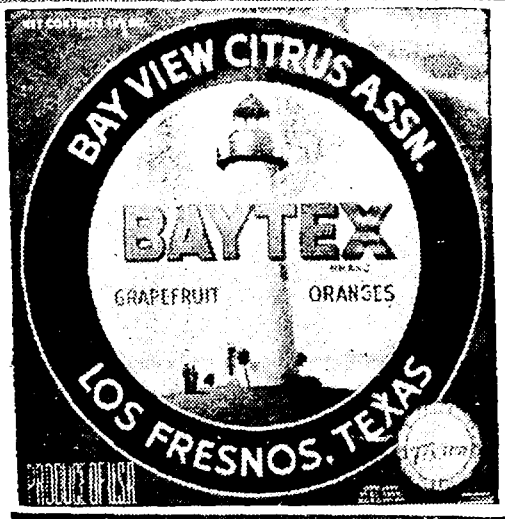
BANANA AND PALM TREES ON VALLEY CANAL

A TRIBUTE TO THE LILY

By Mary Daggett Lake

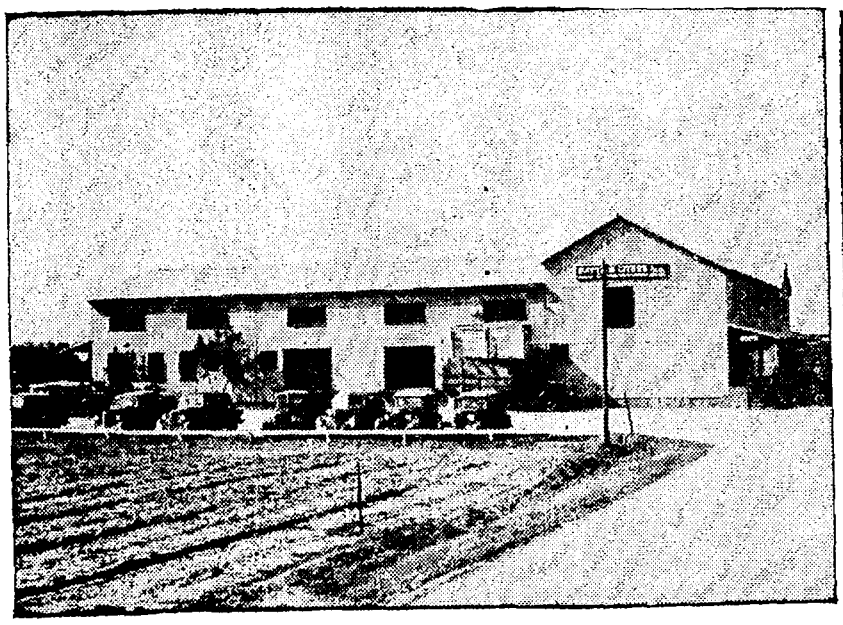
O, Lily Fair! The Child of Love
and Beauty you are.
Nurtured by sunbeams and the
soft kiss of the breeze,
Perfumed in Paphian shades and
in exotic realms,
Annointed by the gods who walk
the starry firmaments—
You are sweetest when bathed in
the dews of mortal joys
And holiest when drenched with
human tears.

From BAYVIEW CITRUS GROVES



These labels represent the finest quality Grapefruit and Oranges, grown in the famous Resaca area in the Rio Grande Valley.

Grapefruit and Oranges grown in the resaca area are superior in Quality, Texture and Flavor.



BAYVIEW CITRUS ASSOCIATION

Los Fresnos, Texas

San Roman Nursery—Specialists in Orchard Care

The San Roman Nursery has been closely associated with the development of Bayview Citrus Groves since its inception. Scientific care treatment performed by a highly trained and selected personnel has contributed much toward making the Bayview area one of the finest citrus developments in the Rio Grande Valley.

SAN ROMAN NURSERY—LOS FRESNOS, TEXAS

Fruit and Vegetable Canning Major Valley Industry

Numerous Products Prepared

VALLEY plants today have capacity for canning 120,000 cases of fruit and 50,000 cases of vegetables daily.

These figures tell at a glance that the canning industry has become a major one in the Valley.

Ten years ago there were only three canning plants in this section.

Value $10,000,000

Now there are close to 50, turning out about 10,000,000 cases of vegetables and citrus fruits each season, with a total value in the neighborhood of $10,000,000.

More than $2,000,000 is invested in Valley canning plants.

Building of Valley seaports, providing a steady reduction in transportation rates, was mainly responsible for the phenomenal growth of the canning industry.

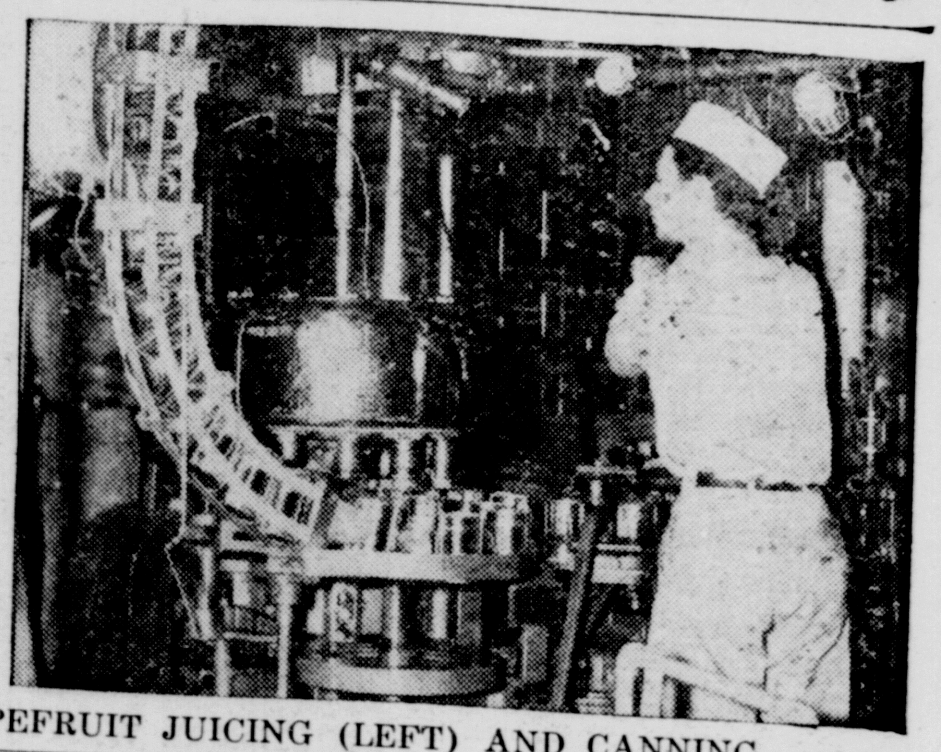
Demand Grows

Canning of grapefruit hearts, backbone of the early citrus canning trade, has given way to a large extent to juice canning. Demand for juice grows yearsly.

Most of the Valley's plants process both fruits and vegetables but some of the larger ones handle citrus exclusively, while some of the smaller ones specialize in vegetables.

Introduction of the new individual container for canned fruit juices opened vast new markets and gave canning production a decided stimulus.

Among the products canned in the Valley are grapefruit juice, orange juice, lemon juice, pineapple juice, grapefruit segments, tomato paste, tomato puree, carrots, carrot juice, tomato sauce, tomato catsup, beans, English peas, black-eyed peas, turnips, sauerkraut, beets and beet juice.



AT TYRRELL AND GARTH PLANT—GRAPEFRUIT JUICING (LEFT) AND CANNING

The Valley--Worth One-Third of a Billion

The Lower Rio Grande Valley represents an investment of approximately one third of a billion dollars.

Included are the following, in round numbers:

16,000,000 farms and groves	$150,000,000
1,000,000 acres in ranches	10,000,000
Real estate (Urban)	60,000,000
Irrigation systems	31,000,000
Drainage systems	750,000
Municipal Improvements	12,000,000
Schools	10,000,000
Navigation Districts	7,500,000
Highways (District)	10,500,000
Public Improvements (Counties)	16,000,000
Public Utilities	26,000,000
Total	$333,750,000

Valley Pushing Livestock Deal

Livestock is claiming an ever greater and greater share of the Valley farm program.

Although long a major industry in the dry-land sections of the Valley, relatively minor attention has been devoted to hogs, sheep and cattle in the irrigated farm areas.

In recent years, however, under stimulus of the Four-H club work and county farm agencies, Valley growers have been adding livestock and poultry to their farm diversification.

Chambers of commerce throughout the Valley have been stressing livestock raising in their regional programs.

The Mercedes chamber of commerce in particular has done a great deal of work in this field and has established a livestock sales yard for daily markets and weekly auctions.

MORE TOURISTS

San Antonio and the Rio Grande Valley attract more winter tourists than any other sections of Texas.

St. Clair Foods Company

Specialists in White and Pink Grapefruit Segments

Highest Quality Fruit, Packed Under the Most Sanitary Conditions. A Pioneer in This Field

McAllen, Texas

We Have a Large Stock of

DELTA AND PINE LAND FOUNDATION STOCK COTTON SEED

Tests 89 Per Cent. De-Linted and Ceresan Treated

DELTAPINE 12

Deltapine 12 (D. & P. L. 12) has been chosen as a worthy successor to the famous Deltapine 11 in most characteristics. Deltapine 12 is more productive, has a good staple with a better line turnout, and is more disease-resistant. Usually gins out more than 40 percent lint in the Mississippi Delta and more on uplands. In two variety tests conducted by the Alabama Experiment Station in North Alabama the average lint percentage was 44 percent.

Deltapine 12 gives a staple ranging from 1 1-32 to 1⅛ in the Delta, with 3 3-32 predominating. It is of uniform staple and of good character and classes out high in grade. The spinning qualities are excellent.

Reuter offers genuine originator's seed in branded, sealed bags. Not prepaid; 30 lbs. (bus.) $2.25; 100 lbs. (3 1-3 bus.) $7.00; 300 lbs. (10 bus.) $20.00.

All Varieties of Garden, Field Seeds. Baby Chicks

If Your Dealer is Not Supplied, Phone Us, San Benito 310

John R. Brownlee, Manager **San Benito**

SULPHUR

A Vital Link in the Economic Chain of Texas Progress

After more than twenty years production, the Texas Sulphur Industry has become a firmly established ecnomic asset to the State.

Through its purchases of materials, fuel and supplies, its freight paid to Texas railroads, its payrolls and its taxes paid the State and various subdivisions, the sulphur industry stands out as one of South Texas' outstanding industrial enterprises.

State and County taxes paid by this industry in 1939 amounted to an average of $1.77 per ton or 13.6 per cent of value at the well.

State and County taxes paid by the Texas Gulf Sulphur Company in 1939 amounted to an average of$2.03 per ton or 15.6 per cent of value at the well.

While wage rates are of the highest, State and County taxes alone actually exceeded the total 1939 Texas payroll of this Company.

Texas Gulf Sulphur Company, Inc.

Producers of Crude Sulphur

Uncle Sam Proves Faith In Valley's Future

Gravity Canal Will Assure Water Supply

THE proposed $60,000,000 gravity irrigation system, a federal government project, will increase by at least 50 per cent the irrigable areas in the Lower Rio Grande Valley.

Estimates of engineers indicate that completion of the huge project will provide the Valley with a total of about 750,000 acres of irrigated farm lands, compared to the present total of approximately 500,000 acres.

Project Approved

The project has already been approved by the International Boundary Commission, and President Roosevelt recommended appropriations for the preliminary engineering studies.

Under the proposed system, the canal would be built entirely on the United States side of the Rio Grande. It will divert Rio Grande waters about 70 miles up the river from Rio Grande City, near Zapata.

Into Reservoir

This diversion canal will flow into the master reservoir on Los Olmos creek, east of Rio Grande City and about 100 miles from Brownsville. A secondary reservoir is called for at Penitas, near Mission.

On the economic side, the plan calls for payment by farmers only for water which they use.

Route of the gravity canal down the Valley will roughly parallel the big flood control works now being completed by the International Boundary Commission.

Pushed By West

Congressional sponsor of the International Boundary Commission recommendations for including the gravity canal appropriations in the federal budget was Representative Milton H. West of Brownsville. Congressman West recently informed Valley interests that an initial $2,500,000 for preliminary work has been included in the current budget.

Project Features

Features of the project include:

The inlet canal, a concrete-lined canal of 3,000 cubic feet per second capacity extending from the Rincon heading in the Rio Grande to the principal storage reservoir at Los Olmos, 72 miles away.

The Los Olmos reservoir, formed by an earth dam 90 feet high, to be built across Los Olmos creek. It will store 315,000 acre feet of water for release during low river flow.

The Los Olmos hydroelectric plant. A possible drop of 86 feet able up to 100 million kilowatt hours will make electrical energy avail- annually.

The feeder canal, a concrete-lined canal of 3300 cubic feet per second capacity, leading into the Mission reservoir, 30 miles away. This canal will receive the water by-passing the Los Olmos reservoir, or will convey stored water from Los Olmos to the Mission reservoir.

The Mission reservoir, which will be located near the head of prin-

(Continued on Page Seven)

MILTON H. WEST
Valley Congressman
Pushed Gravity
Canal Deal

* * * *

VALLEY CONCRETE IRRIGATION CANAL

Starr Launches New Irrigated Farms Project

Starr county, traditionally a "dry-farming" section of the Lower Rio Grande Valley, is successfully branching out into irrigated farming that will put growers there on a par with the rest of the section in variety of growable crops.

The new step was taken through organization of the Fronton Irrigation Association, financed by the Farm Security Administration. The association was formed with 14 farmers, whose families, in some instances, have been farming on the edge of the Rio Grande for generations.

The farmers borrowed $7,400 from the Farm Security Administration. With this they bought a Diesel motor and a centrifugal pump and built a canal through 800 acres of rich river land. The farmers' holdings total 1800 acres, and plans have been made for extending the irrigation facilities to cover an additional 800 acres this year.

Postal Receipts On Constant Increase

Steady increase in postal receipts reflects the continued growth of the Lower Rio Grande Valley.

An indication of the rate of increase is seen in figures from six representative Valley cities — San Benito, Raymondville, McAllen, Amusement company, Dallas, Texas, Harlingen, Edinburg and Brownsville.

Total 1940 postal receipts or these cities was $290,262, a gain of $15,500, or nearly six per cent over the 1939 total.

Millions Go For Rio Control

UNCLE Sam believes in the Valley and its future. He has shown this faith in many ways.

One very tangible expression is in progress—the International Boundary Commission work on the Valley flood control system.

The federal government is laying out $10,000,000 to build this protection, now well past halfway stage of construction

Permanent maintenance of the levees—about 300 miles in all when finished—will be paid out of federal funds entirely.

Many Men At Work

Between 600 and 700 men are at work now, most of them under five private contractors. At one time as many as 1800 men were employed.

About $100,000 a month, sometimes less, sometimes a little mor is being spent by the International Boundary Commission in the Valley, in connection with the flood control program.

Unique Engineer Feat

This big Valley project, a unique engineering feat in the Unite States, is making this feritle region permanently safe from any flood danger. Record rises of the Rio Grande during the last few years has already proved the efficacy of the levee system

The river reached new hig marks, which in pre-levee days would have meant certain floods.

Nothing happened. The river waters entered the floodways and rushed out to sea.

The agreement to maintain the

(Continued on Page Seven)

Harlingen has known the extremes of nick-names among Texas cities, having been known at one time as "Saints' Roost" and at another time as "Six-Shooter Junction.

RIO GRANDE VALLEY TEXSUN CITRUS EXCHANGE
RIO GRANDE VALLEY TEX-MAID CITRUS EXCHANGE

DOING A GOOD JOB!

Fundamentally sound, the purposes of the Rio Grande Valley Citrus Exchange are being accomplished to the advantage of the grower, as well as the consumer.

For the grower it strives to secure the largest possible return by conscientious sales effort and intelligent advertising. For the consumer it strives to give uniformally high quality, at the lowest price.

Co-operation of all interests makes it possible to accomplish these purposes; it has created a financially sound institution.

Rio Grande Valley Citrus Exchange
MEMBER
Associations

Bayview Citrus Association
Mission Citrus Growers' Union
McAllen Citrus Association
Weslaco Citrus Association
Edinburg Citrus Association
Donna Citrus Association
Santa Rosa Citrus Association
Combes Citrus Association
La Feria Citrus Association
Stuart Place Citrus Association
Raymondville Citrus Assn.
San Benito Citrus Association

RIO GRANDE VALLEY CITRUS EXCHANGE

TELEPHONE 182

TexSun and Tex-Maid Citrus Fruit

WESLACO, TEXAS

Co-Ops Marketing Citrus on Valleywide Scale

Local Groups Use Central Sales Agency

CO-OPERATIVE marketing of grapefruit, pioneered by the Texas Citrus Fruit Growers Exchange at Mission, has been extended to a Valley-wide basis by the Rio Grande Valley Citrus Exchange.

The exchange, organied in 1932, now has thirteen member associations. Each association is controlled by its local members, and the member associations in turn control the central exchange through a board of directors representing the various associations.

Sales Organization

Officers are elected annually by the local associations.

The exchang, organized in 1932, sales organization for the individual locals which do the packing and harvesting of members' fruit.

Besides selling the fresh fruit packed by the member associations, the exchange operates by-products plants which process into juice and other by-products fruit which cannot be turned into the fresh fruit market.

Member Associations

Collections are remitted to the individual associations which in turn disburse the individual members' shares to them.

The following associations are members of the central exchange: Mission Citrus Growers' Union, Bay View Citrus Association, McAllen Citrus Association, Weslaco Citrus Association, Edinburg Citrus Association, Donna Citrus Association, Rio Grande Valley Citrus Growers Association of Mercedes, Santa Rosa Citrus Association, Combes Citrus Association, La Feria Citrus Association, Stuart Place Citrus Association, Raymondville Citrus Association and San Benito Citrus Association.

RGV EXCHANGE DEHYDRATION PLANT

Valley's Soils World's Best, Analyses Show

Valley soil is the richest in the world, according to scientific analyses.

Volume 29 of the American Journal of Science has this to say:

"Speaking of the amount of materials which the great rivers of the world bear in solution to the sea, the Mississippi, St. Lawrence, Amazon and La Plata carry an aount such that the average is 655 pounds per each acre inch of water.

"Goss and Hare, from analyses of the water of the Rio Grande, compute that the same volume from this river contains 81,309 pounds, or more than four tons per acre, including 1,075 pounds of potash, 116 pounds of phosphoric acid and 107 pounds of nitrogen.

"The sediment of the River Nile figures approximately 1-674 of the volume of the water, the percentage by weight being six per cent.

"The sediment of the Rio Grande, assumed at a minimum of 1-100 of volume, is therefore 1,000 per cent richer by volume than the Nile."

These rich deposits being added annually to the Valley soils keep them at a high level of fertility. Silt of the Rio Grande carries sufficient alkalis in solution, potash and other minerals to neutralize the acidity which is the bane of most alluvial soils.

Tangerines Gain Growers' Favor

Tangerines are gaining favor among Valley citrus growers.

Full carload shipment of the "silk-gloves oranges" reached a new high in the 1940 season, with at least four carlots moved by rail.

In addition, large quantities moved in mixed shipments and by truck.

Ranch Produces New Cattle

South Texas has produced something rare in livestock annals—a new breed of cattle.

The new race of cattle, originated by the King Ranch, is known as Santa Gertrudis. It was developed by cross-breeding American shorthorns with the Brahma or humpbacked cattle of India.

Dr. C. H. Hart of the University of California, president of the American Society of Animal Production, told a convention of this organization that the Santa Gertrudis strain breeds true. It is the result of more than 15 years of experiments.

Citrus Peel Important By-Product

The lowly grapefruit peel—hitherto just so much waste in the citrus industry—achieves dignity as an important by-product in McAllen's new $500,000 metallic pectinate plant.

The pectinate extracted from thousands of tons of peel which cluter Valley canning plants will be used in manufacture of medicines.

Residue from the factory, owned by the Rio Grande By-products Corp., will be used as low-grade fertilizer.

Constructed with funds lent by the Farm Security Corporation, the plant cost is to be repaid from profits.

In addition to salvaging valuable ingredients of the peel, the new plant helps solve the problem of cannery waste that had become a public nuisance, leading to disputes involving owners and health authorities.

Huge quantities of peel have been used for some time as cattle feed. This product is turned out through dehydration processes. It makes good feed, particularly when lime and blackstrap molasses are added.

Cattle like not only the dried peel, but also enjoy whole grapefruit and grapefruit juice. Several cattle raisers use the fruit and peel as ensilage in fattening stock.

Valley Carrot Juice Shipped Over Nation

One of the Valley's unusual plants doing a national business is the carrot juice factory operated by Bob Lindsey at Lindsey's Gardens, five miles north of Mission. Large quantities go to hospitals and to dieticians.

The Valley's rich soil produces carrots so high in sugar content that it would be feasible, if it became commercially profitable, to manufacture sugar from them, experts declare.

NBC
Red & Blue
Lone Star
Chain

◆

1260 Kc.
1,000 Watts
Full Time

KRGV

Your Valley Voice

Each Week
KRGV
Presents Over
300
Quarter Hours
Of
National Programs

On the air 17 hours daily with a full schedule of outstanding local entertainment and National Broadcasting programs. To hear radio's best programs, keep your dial tuned to 1260 Kilocycles.

KRGV

WESLACO, TEXAS

Irrigated

TRUCK and CITRUS LANDS

In richest section of Rio Grande Valley

More than 4,000 acres of Truck and Citrus Lands in tracts of 10 acres and larger units, along the picturesque Arroyo Colorado.

This property is penetrated by two concrete highways and each tract faces on good county roads.

Located in Cameron County, near Rio Hondo and San Benito. Under Rural Electrification Service.

$50 to $75 an Acre

Terms

C. H. COLGIN

410 12th Street Brownsville, Texas

Half Million Acres Served By Irrigation

With an investment well in excess of $30,000,000, about 30 irrigation districts in the Lower Rio Grande Valley have facilities for irrigating more than 500,000 acres of rich farm land.

The land now under irrigation covers more than 400,000 acres in a strip varying from 12 to 25 miles in width and extending from a point about 18 miles from the Rio Grande mouth to a point more than 100 miles up the boundary river.

Independents

In addition to the active major irrigation districts, there are more than 100 smaller, independent districts which serve approximately 30,000 acres.

More than 5,000 miles of canals and drains cover the Valley farm area. Of these, about 3,277 miles of main canals and main laterals distribute water. Nearly 1,000 miles have been concrete lined and more than 700 miles have been replaced with underground concrete pipe lines. The total includes 1,448 miles of drainage districts.

First Irrigation

Early settlers saw the Valley's possibilities with development of irrigation. Earliest record of irrigation in this region was that on a sugar cane plantation about nine miles east of Brownsville in 1876.

Major development of farming and irrigation, however, came after arrival of the first railroad in 1904.

Gravity Canal Assures Water

(Continued From Page Six

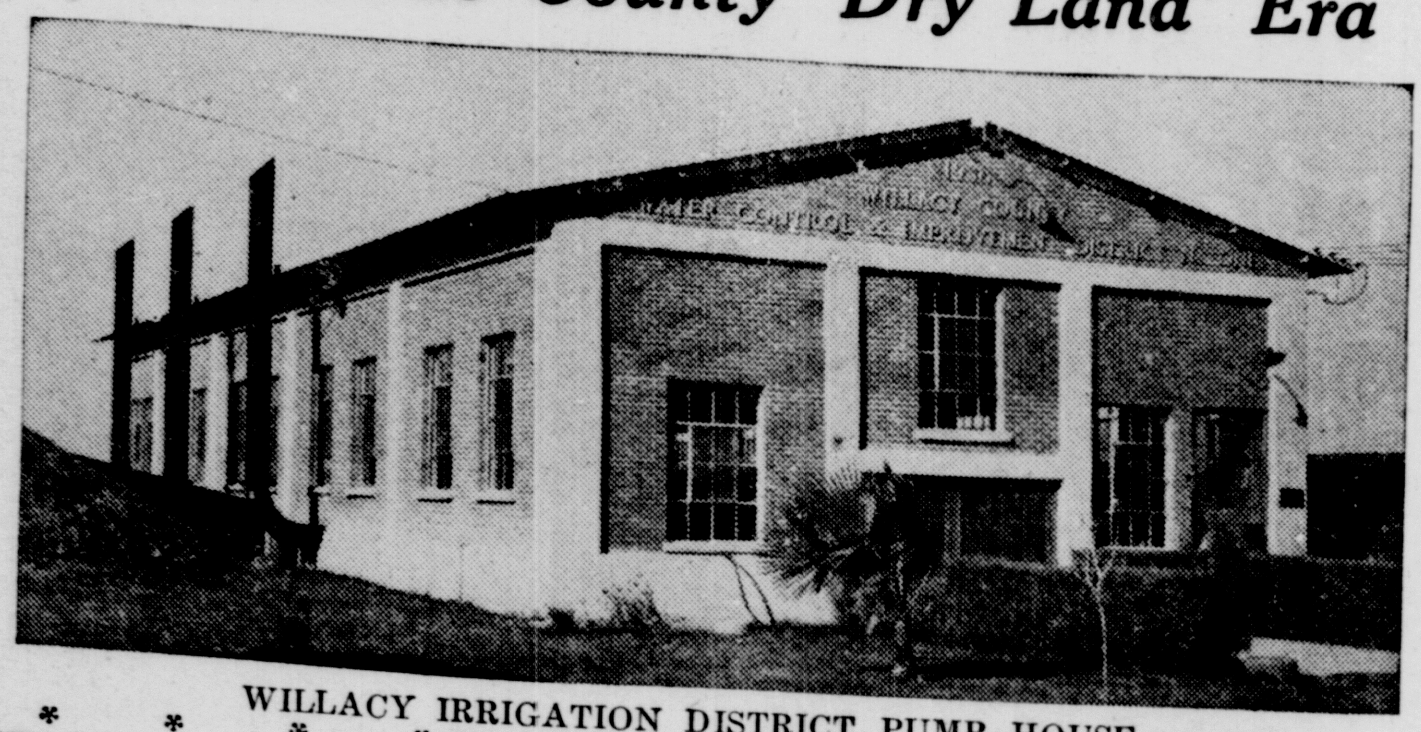
cipal irrigation use, will provide furnish quick regulation for fluc- storage for 90,000 acre-feet and will tuating water demand. A continuous embankment, surrounding a low undeveloped area near Mission, will form it.

The distribution canal, which will supply water to the various areas, will lead from the Mission reservoir to intercept and feed each district canal near its river pumping plant. This canal will be 67 miles long, concrete-lined throughout, and will have a 3500-cubic foot per second capacity at its source.

Supplementary storage will be provided to prevent future water shortages following the full development of the 583,000 acres under irrigation in the Valley. This will involve construction of reservoirs on the Rio Grande or the Devils River.

Benefits which the Valley will derive from the gravity canal system are estimated at more than $135,000,000.

Willacy Irrigation System, Valley's Newest, Ends County 'Dry Land' Era



WILLACY IRRIGATION DISTRICT PUMP HOUSE

WILLACY county has been lifted out of the "dry land" section by the Lower Rio Grande Valley's newest irrigation system.

The Willacy network is designed to irrigate approximately 75,000 acres and was constructed at a cost of about $5,000,000, with the aid of a Reconstruction Finance Corporation loan.

Diversifies Farming

It is regarded as one of the finest irrigation systems in the world.

Willacy county will be entering diversified farming on a large scale as a result of the new system. In addition to cotton, which has been the staple crop, and onions, Willacy farmers will soon have as great a variety of vegetables and citrus fruits as farmers of other Valley counties.

Diverted From Rio

Water or this new system is diverted from the Rio Grande at a point in Hidalgo county about one mile west of the Cameron county line. A pumping plant is located on the river. It has a capacity of delivering water at the rate of 600 cubic feet per second.

A 400-acre desilting basin has been constructed between the pumping plant and the flood control levees. The main canal extends from this desilting basin to the storage reservoir, along the Hidalgo-Cameron county lines to the Arroyo Colorado and along the line between the La Feria and Mercedes districts.

Flows Under Arroyo

The water flows under the Arroyo Colorado, the north floodway, three railroads and three paved highways in concrete tubes 11 feet in diameter. Secondary roads are carried over the canal by pile and timber bridges with earthen approaches. Capacity of the canal is 500 second feet of water.

Storage capacity is more than 30,000 acre feet.

Millions Go For River Control

(Continued From Page Six)

levees in perpetuity means that Uncle Sam wants to keep this region safe for good.

Growth Assured

It means, too, that he believes valuable property had been endangered before, and deserved protection, that the Valley is just beginning to develop, that its further growth is assured

The federal government entered the lower Rio Grande flood control picture in a big way in 1933. In February of that year a treaty was signed with Mexico, providing for construction of a system based on a flow of 200,000 second feet in the Rio Grande.

Work Started In 1933

Emergency work was begun in 1933, and the main construction job was launched in 1936. Since that time more than 15,000,000 cubic feet of earth have been excavated. Total excavations on the job will be around 22,000,000 cubic feet.

In addition, construction work has involved placing of about 10,000 yards of concrete, installation of 60,000 feet of river-bank revetment, building of numerous bridges, siphons and water control gates, clearing, grubbing and various other types of work.

Dual System of Levees

The Valley flood control project, unlike others in the country, calls for a dual system of levees. One is built on the Rio Grande itself. The other levees are built on both sides of the floodways, the channels which divert excess waters from the boundary stream.

The system starts at Penitas, above Mission, and goes to the mouth of the river, about 26 miles below Brownsville. The river length, because of its intricate meanderings, in that stretch, is 182 miles, about twice the highway mileage.

Two Diversion Channels

Two diversion channels, one at Penitas, and the other near the McAllen pump, enter the main floodway south of Pharr. The main floodway branches into two sections about 20 miles farther down, at a point near Mercedes.

There, by division levees, the flow is cut into two channels. One, capable of carrying 70,000 second feet, goes to the north floodway. The other, with a 50,000-second-foot capacity flow, goes to the Arroyo Colorado. Both empty into the Laguna Madre.

Mexico Takes Same Water

The Rio Grande itself, under the system, can carry 80,000 second-feet past Hidalgo. Below that point, Mexico has agreed to take out 55,000 second-feet. The river must have a minimum flow of 25,000 to 30,000 second-feet to prevent silting.

The river levees have been practically completed. Remaining construction is on the floodways. The main floodway is 38 miles long, the north floodway, 3,000 feet wide, is 35 miles long, the Arroyo Colorado 50 miles, and the Rancho Viejo floodway, an accessory channel with direct Rio Grande inlet, is 27 miles long.

Levees Compacted

The levees are from 10 to 20 feet high, 16 feet wide across the top. All the levees are "compacted," making this project one of the first big compaction levee systems. A compaction levee weights from 90 to 100 pounds per cubic foot, dry, while the "loose fill" type weighs from 60 to 65 pounds. The latter requires more maintenance. Top of the levees serve as an auxiliary road, especially convenient for federal officers on boundary patrol.

An Announcement

By Brough Canning Corporation

◆

THERE ARE many ways in whch to conduct a business. Some men conduct their business numbering their assets as cold, hard cash; others, their assets as property; and others their own single person as their greatest asset—their own ability to successfully operate in business. However, the history of business is that, while one man might conceive a vast enterprise, it is proven that its materialization is based on a foundation of the intelligence and faith of many men. Thus it is that practically every great enterprise in these United States is a corporation of an intricate maze of finance, property—but most significant —intelligent men themselves.

Brough Canning Corporation believes the true wealth of the land to be, in the final analysis, a thing of intangible intelligence, of courage and of mass initiative. To this end it is constantly seeking young men who will one day take positions with us. To this end also Brough Canning Corporation is prepared to award to three 4-H boys, not beyond their senior year in high school, one share each of its capital stock with a par value of $50 a share and to award them jobs upon completion of their education within the ranks of its organization. These young men will be chosen by merit of their ability to write an essay upon a subject to be later anonunced in The Brownsville Herald.

To those young men who are interested, we will be pleased to hear from them announcing their intentions to enter this competition. Our judges will be fair and impartial men of prominent positions.

R. E. BROUGH, President

Tyrrell & Garth, Inc.

Specializing in

- **Pink Grapefruit Segments and**
- **Grapefruit Juices**

TYRRELL & GARTH, INC.,

MISSION, TEXAS

412 West 13th Street

Phone 99

Citrus Nucleus Of Rio Grande Valley Industry

Investments Estimated At $120,000,000

CITRUS is the "papa" of all Lower Rio Grande Valley industries.

Growing of grapefruit, oranges, lemons, tangerines, and other citrus products is a 120-million-dollar industry.

Approximately 125,000 acres are planted to citrus fruits, and in production. Thousands of additional acres are in seedlings.

8,000 Groves

The Valley's citrus fruit is planted in more than 8,000 separate groves, extending from the Laguna Madre coast to Rio Grande City.

Nearly half the groves are owned by non-residents, most of whom spend the winter months in the Valley.

Value of the Valley's 1940 citrus crop was estimated by the federal department of agriculture at more than $7,000,000. Investment in all Valley citrus orchards is estimated at approximately $120,000,000.

The 1940 grapefruit yield of more than 15,000,000 boxes was valued at $4,350,000 while the orange crop totalling 2,975,000 boxes, was valued at $2,678,000, a total of $7,028,000. These returns represent an increase of almost $400,000 over the valuation of the 1939 crop.

In these figures are reflected the phenomenal growth of the citrus industry during the last 20 years. Total shipments during the 1921 season were 15 carloads a few thousand boxes, compared to shipments today by millions of boxes.

Mostly Grapefruit

Approximately 75 per cent of the Valley citrus acreage is planted in grapefruit and the remainder in oranges, lemons, tangerines, kumquats, tangelos and other varieties of citrus fruit.

Seedless varieties of grapefruit have been supplanting the seeded varieties, and have practically eliminated the latter. Grapefruit that goes into commercial fresh fruit channels is about 95 per cent seedless. Most of the seeded fruit is converted into juice.

Pink Varieties

Increased acreage is being planted to the more recently developed varieties of pink and red blush grapefruit, which command premium prices on the principal consuming markets.

Planting of oranges is also increasing.

CITRUS FRUIT GROVE IN LOWER RIO GRANDE VALLEY

Stretching as far as the eye can see in this Hidalgo county orchard, the trees are packed with luscious golden grapefruit and oranges.

Experiment Station Valuable Aid To Growers

Costly Errors Often Avoided Through Study

INSURANCE against mistakes.

The farmer can't buy any such ironclad protection. But the Valley grower gets the next best thing to it through the Valley Experiment station.

The station, located at Weslaco, has for some years been conducting tests on fruits, vegetables, plants, trees, and shrubs, to determine which are suitable for Valley conditions, which varieties are best, and what care they need.

W. H. Friend, director of the station, recalls that one man plunged $60,000 into a crop without determining if the seed he had used on a farm up north would thrive in the Valley. It didn't. He told the station about it later. They could have told him before.

120-Acre Site

The Valley station was established, by an appropriation from the Texas Agricultural and Mechanical college, in 1923, on a 120-acre site midway between Weslaco and Mercedes. More than half the land cost was contributed by citizens of Mercedes and Weslaco.

Mr. Friend superintended clearing, fencing, grading and laying out of the station. A 10-acre grapefruit orchard was bought with the site. Besides information on growth and production, the trees contributed a good bit of revenue. Prof. A. T. Potts was technical adviser and aided in formulating the first research program.

The Valley station was intended primarily for study of commercial citrus production, as well as vegetable crops. The program has been steadily enlarged because of the diversified development of agriculture in the region.

Varied Work

Varied nature of the work under way at the station is revealed in the annual report. Some of the headings show: citrus variety adaptability tests; citrus fertilizer trials; progeny studies with citrus; citrus orchard reclamation; protection of pruning wounds; cold storage studies with citrus; fruit washing and wrapping; citrus improvement by breeding; citrus orchard heating; citrus wood decay investigations; citrus chlorosis; citrus variety description and utilization.

Vegetable crop experiments included: bean variety trials; cabbage variety trials, on three soil types; sweet corn varieties for canning and freezing; pea variety tests; potato variety tests; soil improvement studies for beets, cabbage, potatoes tomatoes; tomato variety tests; fertilizer tests with tomatoes, potatoes, cabbage and beans; tomato breeding work, and adaptability tests with vegetables of minor importance.

Field experiments have been conducted with papayas, dates, avocadoes, strawberries and ornamental plants; cotton, castor bean, soy beans, flax, oats, wheat, barley, alfalfa, clover, sorghums

An important part of all work is protection of plants from insects and parasites.

LOWER RIO GRANDE VALLEY EXPERIMENT STATION ENTRANCE NEAR WESLACO

By-Products Laboratory Develops New Crop Uses

AIMING at obtaining as full use as possible from vegetable and fruit products, the Lower Rio Grande Valley by-products laboratory at Weslaco is paying growers long-range dividends.

The by-products laboratory was established with J. L. Heid, chemist, in charge, for the United States department of agriculture bureau of agricultural chemistry and engineering.

The laboratory investigates ultization of Texas fruit and vegetable crops by canning, freezing, drying, fermentation and recovery of constituent products. It also studies methods or disposing wastes and residues which result from processing.

In developing and demonstrating methods for using perishable crops, the laboratory seeks to provide growers with facilities for disposing of grades unsuited for shipping, and for stabilizing markets by diversion of surpluses.

Some of the products with which the laboratory has successfully worked:

Citrus fruit juices; citrus wines; marmalade; spiced pulp butters; candied fruits; blends of citrus and vegetable juices; grapefruit carbonated beverage bases; fruit and vegetable cocktails; papaya, fig, date, berry, melon, grape, peach and apricot products; vegetable canning and freezing; tomato juice and catsup.

ORANGE SAUCE

Orange sauce for roast duck has long been a favorite in France, and so has the cooked orange compote. Citrus juices are also used in cocktail sauce for shellfish.

New Spuds Okeh For Valley Area

A high-yield, readily marketed potato has been introduced in the Valley, and is giving growers excellent results.

The new variety, developed by the United States department of Agriculture, was first tried at the Valley Experiment station at Weslaco.

Known as Chippewa, the new variety produced 375 bushels to the acre, according to W. H. Friend, director of the Valley experiment station.

The Chippewa is a high quality Irish potato, has a thin, smooth skin, which requires only scraping rather than peeling.

It is especially in demand for potato chips, because of its thin skin and because its relatively high sugar content makes the chips golden brown.

The Chippewa was produced by crossing a high quality domestic potato with the wild stock of Peru, the potato's native habitat.

Our Service at Your Command!

We will submit plans for your plant, install the equipment and turn it over to you ready to operate. We will redesign your present plant and install modern equipment and show the advantages of such a move. Estimates on any type of packing house, processing, and canning plant equipment gladly given without cost. Come by and discuss your plant operation problems with us.

PROCESSES: COLOR-ADDED, FLAVOR SEAL

PACKING HOUSE EQUIPMENT
Accessories and Supplies

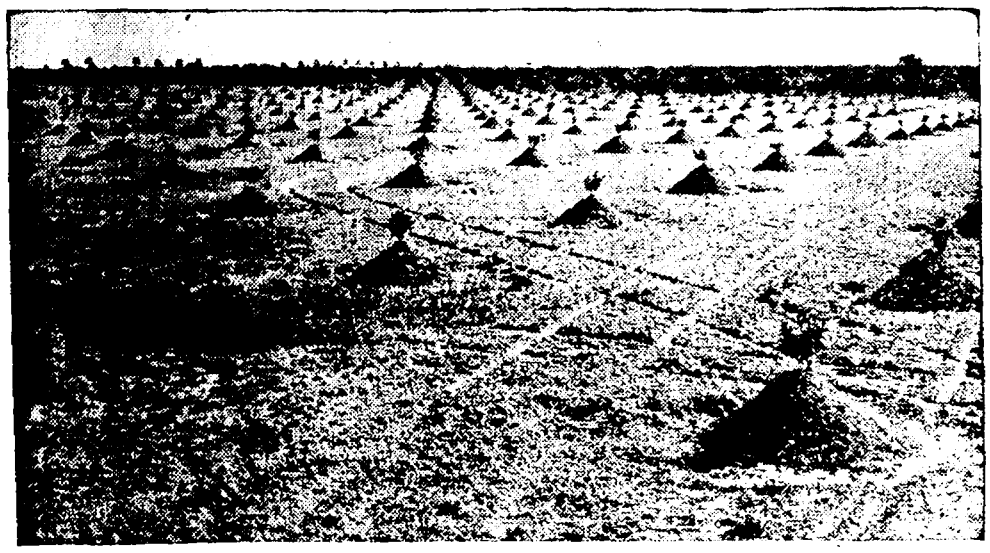
Complete Line of
BEAN
SPRAYERS DUSTERS

CANNING PLANT EQUIPMENT
And Full Line of Supplies

Food Machinery Corporation
TEXAS DIVISION — HARLINGEN, TEXAS

The Story of Citrus:

Key to Lower Rio Grande Valley Amazing Growth, Citrus Represents 120-Million Dollar Investment



1. YOUNG TREES ARE BANKED WITH LOOSE EARTH

2. 'ON THEIR OWN,' YOUNG TREES BEGIN TO SPREAD

3. MATURE ORCHARD, BEARING FRUIT

4. SKILLED HANDS PICK FRUIT

5. IN FIELD BASKETS, FRUIT BEGINS TRIP TO MARKET

6. AFTER HARVEST, GROVES ARE IRRIGATED

THE VALLEY'S major industry, growing of grapefruit, orange and lemon trees has transformed the one-time brushland of this border section into thousands upon thousands of acres of producing groves. Based on young trees now set out, predictions are that within a few years the Texas' Valley will surpass Florida in output of grapefruit. **Production of oranges, after tests of varieties best suited to the Valley, is also making great strides.**

Chemurgy Producing Agriculture 'Revolt'

SHELLING VALLEY CASTOR BEANS

CHEMURGY is bringing about a form of agricultural "revolution" in the Lower Rio Grande Valley.

Crops designed for industrial processing are fast gaining headway, under stimulus of county agents, the Valley experiment station, the by-products laboratory, and the chambers of commerce.

Castor beans, soy beans and flax have already been proven adaptable to Valley conditions and are being produced in this section.

Successful experiments have been completed on growing of sweet potatoes for conversion to starch.

At the by-products laboratory in Weslaco, canning, freezing, drying, fermentation and recovery possibilities of fruits and vegetables have been tried and experiments continue to expand in scope.

Possibilities of chemurgic uses of cotton, grapefruit peel and juice hold special interest.

The establishment of a plant at McAllen to manufacture metallic pectinate with a derivative of grapefruit peel is the newest development in this field.

Frosted Foods Industry Grows

Developing fast as another important industry associated with the Valley's rich agricultural harvest is the frosting of fresh vegetables.

Increased demand for frosted foods in the consuming centers has led to experiments in numerous farm areas.

Success of the quick-freezing process in the Valley indicates further expansion of the industry in the near future.

Quick-freezing preserves field-freshness of vegetables, which have garden-picked flavor when de-frosted.

Farm Agents' Services Valuable

VALLEY agricultural life is kept at a high technical and social level through the efficient organization of county farm agents and county home demonstration agents.

Each county in the Valley has special offices and staffs to assist farmers in practical problems, to aid farm women in improving home-making skill.

An important adjunct of their work is the farm youth movement, crystallized in the Four-H clubs for boys and girls, the Future Farmers of America and the Future Homemakers.

Agricultural problems are diversified in the Valley, because farming itself is diversified. Special problems arise in irrigated sections, different from those in the dry-land sections. Each county requires its own solutions, but in a number of instances the work can be co-ordinated on a Valley-wide scale.

Demonstrations are given regularly in cattle and poultry raising, terracing, contouring, seed selection, conservation of feed and food, diversification, home farm work, home gardens, agricultural engineering, crop rotation, trench silos and many on individual crops.

The work of the county farm and home demonstration agents actually means dollars put into farm pockets. Thousands of dollars are saved through improved farm methods and by preservation of foods, home handicraft work and better kitchen methods.

Women and girls make belts, wool pine, shoe racks, aprons, dresses, hooked rugs, braided rugs, quilts, pillow cases, curtains, tablecloths, napkins, table runners and numerous other objects.

Large varieties of foods are canned and preserved at Valley farm homes. Among them are snap beans, carrots, peas, tomato juice, corn, pickles, relishes, chow chow, jellies, grapefruit, chicken.

Four-H clubs maintain profitable projects including crop-growing, poultry raising, hog and cattle breeding, raising and judging.

Shipping Figures Show Huge Growth Of Valley

Shipment figures reveal the amazing growth of the Lower Rio Grande Valley as an important agricultural producing region.

When the Valley's development first began, shipments annually totalled in the hundreds of carloads. Today they are recorded by the tens of thousands.

In the 1907-1908 season, for instance, a total of 761 carloads were shipped. Included were 372 carloads of onions, 166 cabbage, 129 watermelons, eight lettuce and 86 of mixed vegetables.

Cabbage Movement Up

Cabbage soon developed into a major crop and in the 1923-24 season shipments of this vegetable reached an all-time high of 6500 carloads from the Valley.

Potatoes and green beans were later added to the truck crops and in 1918 the first carlots of tomatoes moved.

The 1921-22 season saw the beginnings of commercial shipment of citrus fruit with 15 carlots moved to market.

By 1940, citrus shipments had passed 25,000 carlots and vegetables shipped totalled approximately 20,000 carlots.

Grow In Winter

Because of the mild climate of the Valley, fruits and vegetables can be grown during the winter months and staple and feed crops in the summer. All this in addition to cotton, one of the staple crops of the Valley.

Among fruits and vegetables shipped from the Valley are the following: grapefruit, turnips, radishes, squash, tangerines, peppers, parsley, lettuce, endive, dill, cucumbers, cabbage, carrots, beins, oranges, lemons, beets, broccoli cantaloupes, dandelion, eggplant, escarole, onions, peas, potatoes, spinach, tomatoes, strawberries and watermelons.

Valley Weather Is Temperate Year-Round

Moderate year-round temperatures in a breeze-swept semi-tropical climate keep folks coming to the Valley for longer and longer stays.

Many who came as winter visitors, to escape the frost-ridden North, have remained as permanent residents, enjoying delightful year-round weather.

Records of U. S. Weather Bureau at Brownsville show an average mean temperature of 73 degrees over a period of 50 years.

During that same time, the average maximum temperature was 82 degrees and the average mean minimum temperature was 64 degrees.

Average annual rainfall is about 27 inches.

Valley Adding Soybean Acres

Stimulated by the Farm Security Administration and Valley cottonseed oil mills, growing of soybeans has been added to the already highly diversified Valley farm program.

The Farm Security Administration, bringing in a carload of soybeans, announced plans for plantings on about 7,000 acres in Hidalgo and Willacy counties.

In connection with the program, the Hidalgo County Farm Co-Operative association is to build a mill that can crush cottonseed, soybeans and flaxseed.

The soybean has been proven, by tests at the Valley experiment station, a satisfactory Fall crop for the Valley. Abundant yield of seed is obtained from the plant that matures in 90 days.

Soybean oil and meal are edible. The oil is used for shortening and other food products. The meal contains about 45 per cent protein. The crop, a soil-restorer, can be planted without affecting AAA quotas, is an excellent stock feed and has many industrial uses.

We Salute the Inauguration of the BOUGAINVILLEA TRAIL!

It marks the beginning of a new era in the Rio Grande Valley, the emergence from the Pioneering stage.

Thirty years of pioneering has produced a marvelous development, the clearing of five hundred thousand acres of land; establishment of more than twenty thousand farms; building of thousands of miles of roads and highways; planting of over six millions of citrus trees; building of twenty-four new and sparkling cities and towns with hundreds of modern schools and churches; two deep water ports; dozens of packing and canning plants, and now the era of beautification has arrived. Here can be created America's outstanding beauty spot as the soil, climate and diversification possibilities are matchless.

This firm lists among its leaders some of the Valley's earliest developers and these leaders are even more impressed with the possibilities along all lines today than they were thirty years ago. And, in the event you are interested in joining the Valley in its advancement, you'll find this firm's warm contacts today with individuals it has served over thirty years, all over the United States, an excellent assurance that any associations you may have with it will be satisfactory in every respect.

We are the exclusive liquidators of all the old Stillman Estate properties in Willacy County and in the City of Brownsville. Dry farming and irrigated land around Raymondville, Lyford and Sebastian at unequaled prices. A good piece of land is the best hedge against inflation and the safest investment possible. Get a piece of this good land and take care of it, and it will take care of you.

Contact with the Sea has built cities throughout all history without a single exception. Brownsville has recently made such a contact and it will become a large city, thus investment in its property now at present low prices is highly recommended.

Only responsible dealings solicited. We oppose and always have opposed wild promotions and exploitations. Our customer's interest comes first as our success depends on his success. His investment must be sound and safe.

SANTA ROSA, INCORPORATED

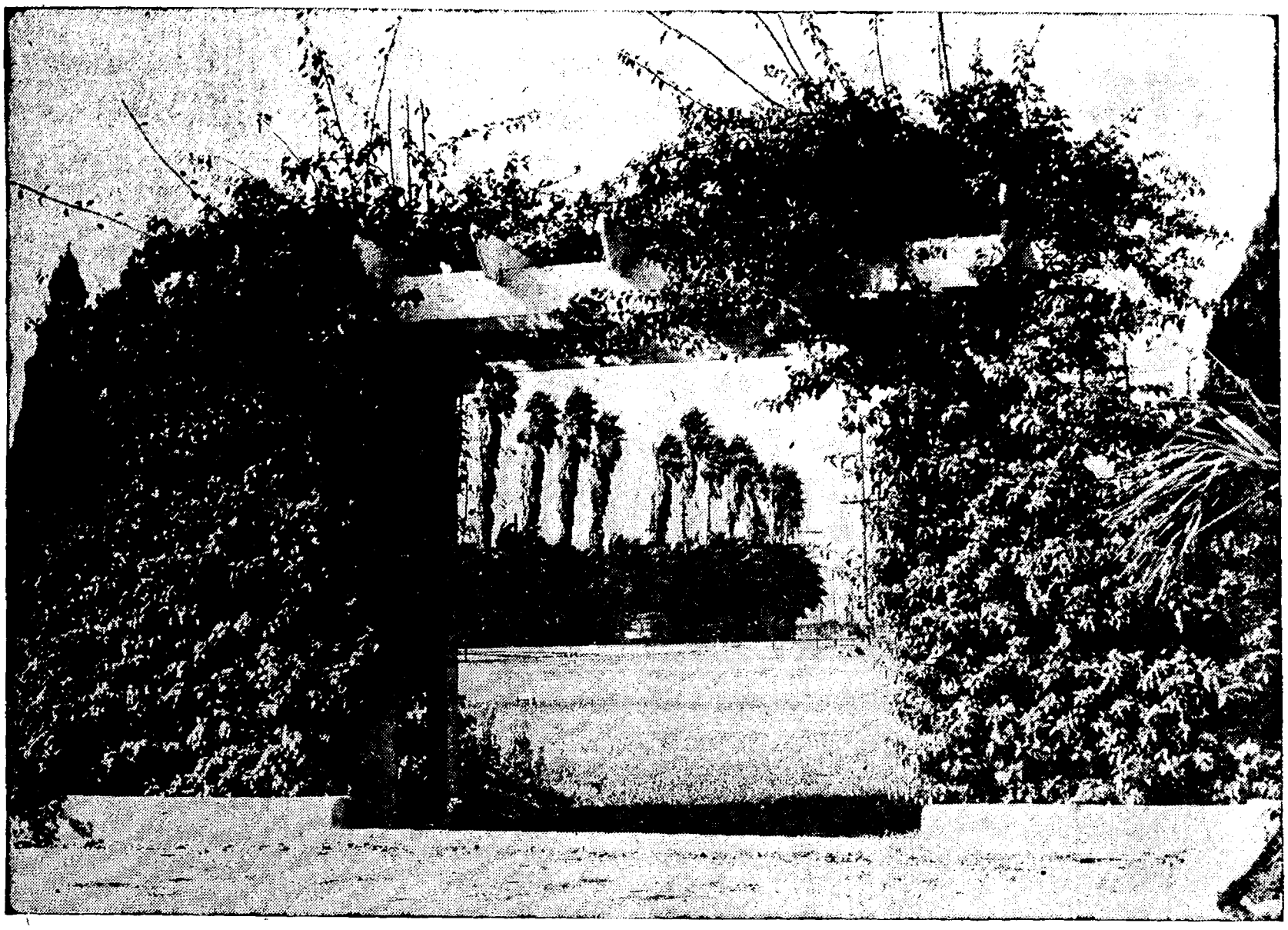
MALTBY BUILDING

BROWNSVILLE, TEXAS

Elmer G. Johnson, President

HARLINGEN, TEXAS

Palms, Bougainvillea Weave Graceful Valley Garland



SPLENDOR OF VALLEY LANDSCAPE FRAMED IN GLOWING COLOR

Handsome bougainvillea plant, trained as a vine, spreads over this Lower Rio Grande Valley archway in luxurious profusion, framing a row of towering palms in a typical landscape. This photograph was made at the Valley Baking Company park on the main Valley highway near Harlingen.

Native Trees Abound In Rio Valley Area

A TREASURE house of native trees, shrubs and wild flowers that can be utilized for home and road landscaping exists in the Lower Rio Grande Valley.

Thrive In Valley

Most of the native plants are able to endure neglect and unfavorable growth conditions that would be fatal to immigrant plants. Most of them are resistant to drouth, cold, alkaline soil conditions and salinity.

The native plants will respond to good treatment and some amazing results have been obtained with care and training of ornamental plants.

Trees Listed

Among trees listed by the Valley experiment Station at Weslaco are the following:

Anacahuita (Wild Olive)—A desirable, round-headed evergreen tree with large, dull green leaves; fairly large crinkled white flowers; creamy white, sweetish fruits about the size of olives. Very rapid growing; usually blooms the second year from seed.

Anaqua (Knockaway)—Same family as anacahuita. Evergreen. Can be pruned to symmetrical shape. It produces dark green, rough leaves about two inches long; clusters of dainty, white flowers in great profusion in spring and summer; followed by yellow fruits which turn red when mature.

Ash—A rapid growing semi-deciduous to entirely deciduous tree having light green foliage. It grows rapidly.

Barretta—A small tree seldom reaching a height of more than five or six feet. The leaves are glossy, trifoliate, dark green. In spring it produces clusters of small white flowers followed by reddish brown berries.

Brasil (Brazil Wood)—Sometimes called Bright Green Ebony. One of the best color foliage plants, lends itslef to pruning. Crowded, bright green small leaves, producing small white blooms and bright red fruits.

Catsclaw—Long flowered, round flowered and tree varieties of the acacia family. Featherly foliage, cream colored "tassels." Good honey plants. All can be grown from seed.

Chapote (Possum Plum, Mexican Persimmon)—A small, round-head evergreen tree, seldom over five feet high. Dark green, glossy, oblong leaves, white flowers, followed by dark blue, plum-like fruit.

Como (Ironwood)—Round-topped evergreen tree. Small, shiny, dark green leaves. Produces greenish flowers in winter, followed by dark blue fruits containing chicle. Chicle can also be obtained by "bleeding" trunk.

Coral Tree—Native along Texas coast. Profusion of bright red "firecracker" blooms, followed by black seed pods filled with bright red seed.

Texas Ebony—Not an ebony, but so-called because of the extremely hard, almost black wood. Prized by cabinet makers for the high polish it takes. Thorny, dark green, produces cream colored acacia flowers after rains, followed by large seed pods.

Elm—Typical elm, differing from other elms in having cork-like wings of watersprouts and young branches.

Guayacan (Soapbush)—Usually a large shrub, but can be pruned to tree form. Produces dark green, dense foliage. Flowers range in color from white to red, but most in the Valley are purple, followed by red, heart-shaped seed pods.

Hackberry — Deciduous, rapid growing. Fondness of birds for its small, red fruits causes it to be reseeded rapidly.

Huisache — Ferny-topped, with profusion of golden yellow, fragrant acacia flowers.

Huisachillo—Differs from huisache in that it seldom attains a height of more than five feet. Produces lemon yellow acacia flowers, and a wool-covered pod that looks like a snapbean.

Mesquite—Feathery-foliaged native tree making a graceful, uneven type of shade. Produces elongated, cream-colored acacia flowers and cylindrical seed pods (used for cattle feed).

Palo Verde (Short-leafed retama)—Open-topped evergreen with green bark and yellow flowers exactly like retama in appearance but with shorter leaves and flat seed pod.

Retama (Jerusalem Thorn) — Rapid growing evergreen tree having bright green bark and producing long, slender leaves, fern like in appearance, yellow flowers tipped with red in the centers, and cylindrical seed pods about three inches long.

Sacred Tree (Biblical Mustard)—Tall shrub or tree, producing bluish, broad leaves and numerous clusters of small, yellow, tubular flowers followed by seed capsules filled with very fine brown mustard-like seed. This is the plant mentioned in the Bible.

Soapberry (Wild Chinaberry) — Deciduous tree. Its white flowers resemble those of ligustrums. Dark, numerous berries, with yellow pulp and black seed. Pulp used in making varnish and floor wax. It will saponify and is sometimes used as a soap substitute.

Tepehuaje—Rapid growing, thornless, evergreen. Produces typical acacia flowers, followed by flat pods. Usually blooms after rain. Four species are found in the Valley.

Umbrella Chinaberry—Deciduous, good source of wood for cabinet work.

Willows—Black, Brittle, Flowering Desert, Button, and False Willows are found in the Valley. The flowering willow belongs to the bignonia family, produces narrow, light green leaves, lavender tubular flowers.

Sabal Mexicana (Sabal Texana)—Native Valley palm, sometimes called Rio Grande Palmetto. Most beautiful and ornamental of native trees. Makes dense shade, grows 25 to 35 feet high. Sturdy, withstands drought, prefers plenty of water. Only native palm grove in United States is found south of Brownsville.

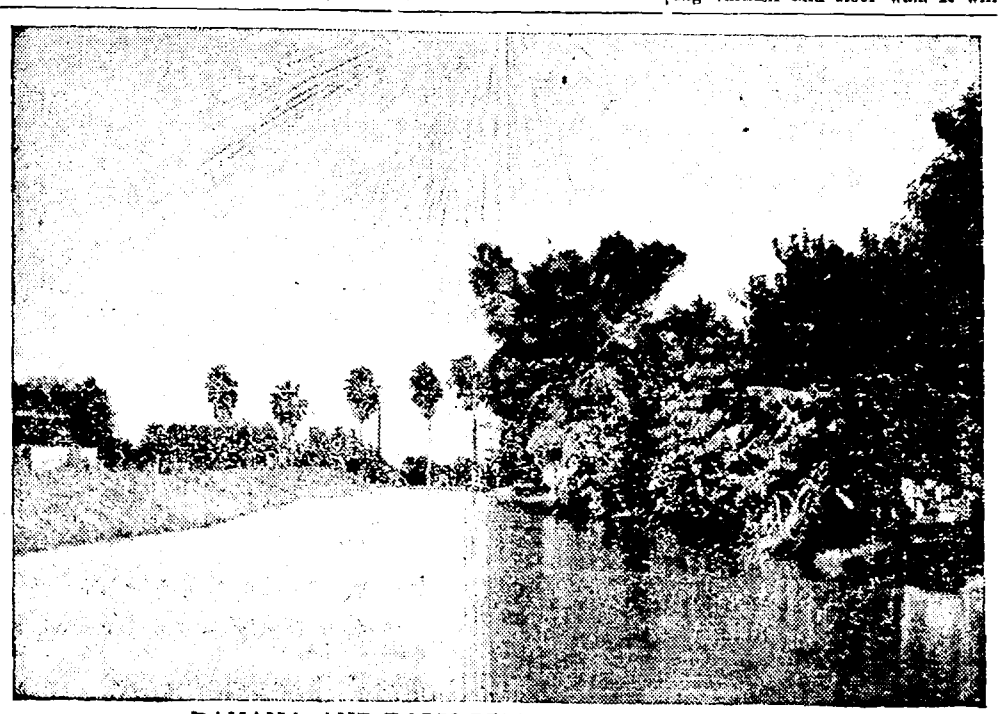
Lantana Camera (Yerba de Cristo)—Three species of this shrub are found in the Valley. Produces flowers from early spring until early winter. When flowers first open, they are orange color, but turn red with age.

Orcajuela—Species of Citharexylum, attractive in flowers and fruit.

Ceniza (Purple Sage) — Ashen gray foliage. Attractive with or without flowers. One of the favorite ornamentals and hedge plants.

Frijolillo—Shrub bearing huge clusters of deep purple flowers, contrasting with paler lavender and violate purple of the purple sage.

Zitherwood—Bears white flowers and gay green, red and black berries.



BANANA AND PALM TREES ON VALLEY CANAL

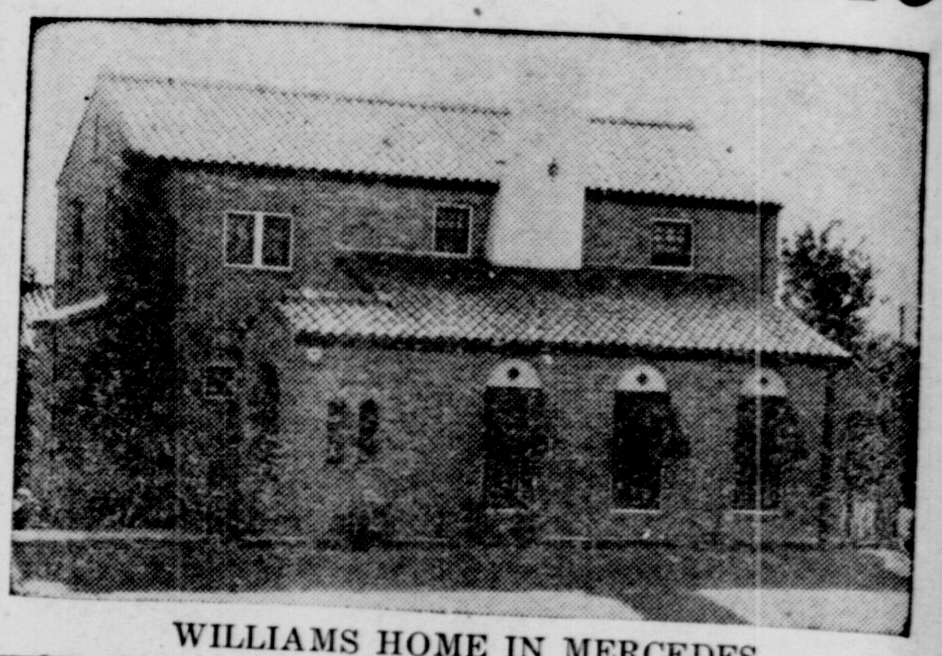
A TRIBUTE TO THE LILY

By Mary Daggett Lake

O, Lily Fair! The Child of Love and Beauty you are.
Nurtured by sunbeams and the soft kiss of the breeze.
Perfumed in Paphian shades and in exotic realms,
Annointed by the gods who walk the starry firmaments—
You are sweetest when bathed in the dews of mortal joys
And holiest when drenched with human tears.

More than 500 New Valley Homes Built In 1940

CHRISTENSEN HOME IN WESLACO



WILLIAMS HOME IN MERCEDES

Census Totals Show Valley's Great Growth

REFLECTING a 33 per cent growth during the last 10 years, the 1940 census figures show the tremendous strides in population made by the Lower Rio Grande Valley during its less than 40 years as a developed farming section.

Since 1900, the figures show, the Valley has had a gross population increase of 616 per cent, with an average of 65 per cent increase in each decade since that time. Greatest growth occurred during the period of 1920-1930, when the population more than doubled.

Total Valley population—for Cameron, Hidalgo, Willacy and Starr counties—as shown in the final 1940 census figures was 214-414. This was divided by counties as follows: Cameron, 83,202; Hidalgo, 106,059; Willacy 13,230, and Starr, 13,312.

The total for the four counties is 215,803.

Population growth in the Valley during the last 40 years has been nearly four times as great as the rate for the rest of Texas, and during the last decade exceeded the growth registered by Florida.

Flax Proving Good Product In Valley

Flax has proven a satisfactory winter crop in the Lower Rio Grande Valley, supplementing cotton on many farms.

About 25,000 acres in the Valley are now planted in flax, which came into use after seven varieties were tested at the Texas experiment station in Weslaco.

Two varieties, Rio and Bison, are especially hardy, and will stand temperatures down to 20 degrees, far below the lowest temperatures of Valley winters.

Avocado Becoming Commercial Crop

A relatively new Valley crop, but already established in production on a commercial scale, is the avocado.

Several groves in this section have been producing avocadoes, and report an excellent market demand.

The trees yield in the summer. Cuban stock, on which different varieties are grafted, has been found best, growers report.

Vitamin Grass Grown In Area

Production of dehydrated cereal grasses as vitamin concentrates—good for human beings, chickens and cattle—has become a major farm industry in the Lower Rio Grande Valley.

The tender grass of cereal plants is dried in high-thermal equipment, powdered and put up in sacks and cans.

During their preparation for the war, the German army acquired huge stores of dried cereal grass. It is used not only to supplement normal diets, but is specifically utilized in treatment of night blindness, one cause of which is lack of sufficient greens.

For cattle feed, the dried cereal grass is excellent because it provides the components of young, tender grass, giving the same mineral and vitamin essentials as found in the best grazing land.

Mixed with buttermilk, the dehydrated grass makes an excellent poultry feed, improving the flesh and the egg yield in quality and quantity.

High grade cattle is a new East Texas crop, taking the place of cotton.

Papaya Becomes Important Crop

Papayas are fast taking a leading place in the Valley farm picture. Planted sporadically at first, mainly as a curiosity, the papaya has done so well in this section that it has become an important commercial crop.

Extensive acreage has been planted in this thriving tree that grows fast and yields abundantly.

Papaya pioneer and developer of a hard-shell variety that lends itself to commercial shipment is H. G. Stilwell, Sr., who operates the Tropical Nursery near Brownsville.

In addition to its use as a fresh fruit—with high pepsin content—the papaya lends itself to processing as preserves and as a healthful beverage. For medicinal purposes, a pepsin derivative is extracted from the fruit.

BAKED GRAPEFRUIT

Smooth-skinned grapefruit are recommended for baking or broiling. After the seeds have been removed, brown sugar or cinnamon is sprinkled over the surface, a square of butter is dropped in the center and the fruit is cooked until baked through. Some cooks fashion an elaborate dish by soaking the fruit in sherry and garnishing it with maraschino cherry when it comes from the oven.

MORE than 500 new homes — an all-time record — were built in the Lower Rio Grande Valley during 1940.

was spent on home construction, marking what is regarded as a new epoch in the Valley's growth.

Economic Basis

Other types of construction — railroads, highways, seaports, airports, irrigation, agricultural processing plants — constituted an economic basis.

With these completed, and with more and more families locating permanently in the Valley, building of homes has come about as a logical sequence.

Of the total of $8,800,000 in construction during 1940, expenditures for homes represented about 18 per cent of all the building.

Some Large Homes

Although the majority of homes ranged in cost from $3500 to $6,000, several larger projects completed during 1940 included the $40,000 Dean Porter home in Brownsville, the $40,000 S. M. Williams, Jr., home near Brownsville, the $15,000 Wallace Bohannon home at Mission, the $10,000 Ralph Killingstad home in Brownsville, the $12,000 home for J. T. Ellis, Jr., at Weslaco, $25,000 home for Leland G. McCullough at Pharr, and the A. C. Jefferson and F H. Vahlsing homes at San Juan.

TCX

Blazed The Trail

For Co-Operating Marketing in the Valley

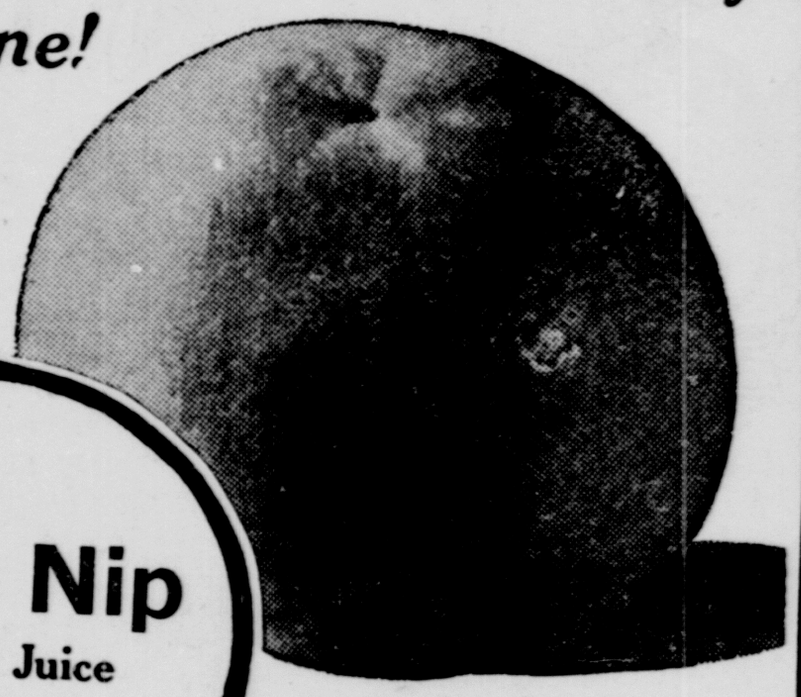
From the beginning of the citrus industry in the Valley the Texas Citrus Fruit Growers Exchange has consistently pursued the course that co-operative marketing must be the medium through which prosperity will come to the grower.

Texas Citrus Fruit Growers Exchange

Executive Offices:—MISSION

John H. Shary, President T. M. Melden, Sales Manager

Drink a Can of Rio Grande Valley Sunshine!



Silver Nip

Grapefruit Juice

At Your Grocers

We offer Complete Marketing Service on Citrus. Our Fresh Fruit Packing Facilities and our Canning Plant are under One Roof.

We have recently installed equipment for Color-Added Oranges so that our Customers may get the best returns on their oranges. Our latest improved waxing process makes all of the fruit handled by our plant more marketable.

Oranges—Grapefruit—Fresh and Canned

VEGETABLES

Maxcy-Texas Corporation

Glen C. White, Manager Weslaco, Texas

Valley Garden Club Movement Grows Rapidly

Organization Launched At 1935 Meeting

THE Valley Garden Club movement, which has developed into one of the most important civic enterprises in the region, got its big start in 1935.

On September 24 of that year, J. W. Puckett, Pharr, Division 21 engineer for the state highway department, called a meeting of all Valley civic clubs to discuss planting of flowers and general highway beautification.

This meeting, held in La Feria, was attended by representatives from Brownsville, Harlingen, San Benito, La Feria, Elsa, Edcouch, Weslaco and Pharr.

Flowers Chosen

At this time, Harlingen had had a garden club functioning for about 10 years and Weslaco had organized a garden club. But this meeting set off garden club activities on a Valley-wide scale.

The group decided to adopt the poinsettia and the psych hibiscus—a small red variety of hibiscus, the most prolific, hardiest, and brightest colored—as the ones most suitable for general planting.

Council Formed

From this meeting has developed one of the most important and best coordinated garden club organizations in Texas—The Lower Rio Grande Valley Council of Garden Clubs.

In the council now are garden clubs of Brownsville, Donna, Edinburg, Harlingen, La Feria, Los Fresnos, McAllen, Mercedes, Mission, Pharr, Port Isabel, San Benito, San Carlo, Elsa, Weslaco, Rio Grande City.

With a membership of more than 1000, the council has been stimulating interest in and spreading knowledge of different forms of gardening, promoting general civic improvement, creating friendliness and more harmonious relations between the citizens of the several towns, and sponsoring a Valley-wide program of conservation and beautification.

The council holds regular monthly meetings, each member club serving as host.

BIBLICAL BUSH

The Jerusalem Thorn (Retama or Palo Verde tree) native to the Lower Rio Grande Valley is the same one which is believed to have been mentioned in the Bible, Exodus III, 2: "And the Angel of the Lord appeared unto him in a flame of fire out of the midst of a bush and he looked, and behold, the bush burned with fire and the bush was not consumed." The orange-red flowers of the retama sometimes produce the impression of brilliant flame.

The Photographs....

MOST OF THE pictures in this 1941 Bougainvillea Trail Invitation Edition of the Star-Monitor-Herald were taken by Johnny Martin, Harlingen, photographer for the special edition.

Besides those, however, a large number are the work of other photographers and newspapermen, and the editor of this edition hereby gratefully acknowledges their assistance.

Glenn Dennis of Pan American Airways, Brownsville, provided several of the most striking photographs in the edition, including the section cover showing Miss Luz Cantoya of Brownsville in China Poblana costume; the airliner photograph on the cover of the transportation section; photographs of old Mexico scenes, of activities at Brownsville airport, and others.

To Hart Stilwell, Brownsville, the edition is indebted for all the photographs of hunting scenes, as well as most of the fresh water and salt water fishing photographs, most of the Charro Days photographs, and some of the other outdoor scenes.

The excellent photograph of Bullfighter Lorenzo Garza, in action in the Matamoros ring, was made by Oscar J. del Castillo, Spanish section editor of the Brownsville Herald.

View of the Brownsville turning basin and several pictures of Port Brownsville were made by A. Rogers, Brownsville.

Jack Purnell, Valley Morning Star photographer, Harlingen, made the picture of the Port Isabel refinery and others.

Mynatt Smith, Valley Evening Monitor, McAllen, managing editor, provided photographs of the McAllen Fourth of July celebration bathing beauty revue and others.

Charles Holbrook, Harlingen, made the photo of the Girl Reserve camp. Print furnished by Harlingen Chamber of Commerce.

Harry Foehner, of the Valley Morning Star, made the picture of flax-growing, other farm pictures and most of the photographs of native Valley trees.

The charming girl pictured taking a sunbath atop a load of grapefruit (Citrus Section Cover) is Miss Norma Lee Staggs of Harlingen.

J. H. PLENN
Special Edition Editor

Year-Round Garden Events On Calendar

WOMEN active in garden club work have an almost constant round of events over the country to keep up their interest.

From February to November, there is a steady series of flower shows, club meetings, flower trails, pilgrimages in many parts of the country.

Some garden club members spend a large part of the year traveling over the country from one event to the other.

Mexico Pilgrimage

One event which usually starts off the garden club is the annual pilgrimage to Mexico, a week's trip that covers points of historic and scenic interest in the southern republic.

The pilgrimage usually takes place late in February or early in March. This year it will follow the Texas state garden club convention in the Valley, March 12-14.

National Flower Show

During February or March another event of general interest is the national flower and garden show.

Other events later in the year include:

Peace blossom pilgrimage in Parker county, Texas.

Natchez, Miss., garden club pilgrimage.

Historic tour of old homes at Mobile, Ala., and Seven-Cities-By-the-Sea festivities, Pass Christian, Miss.

St. Louis, Mo., flower show.

Audubon pilgrimage, St. Francisville, La.

Massachusetts Horticultural society annual meeting.

Rose Society

American Rose Society, annual spring meeting.

International Flower show, New York City.

Philadelphia Flower show.

Garden tour, Shreveport, La.

Detroit flower show.

Chicago flower show.

South central states garden clubs annual meeting.

Texas federation of garden clubs annual meeting.

Bluebonnet Festival

Bluebonnet festival, Navasota, Texas.

Spring festival, Greenville, Miss.

Pilgrimage to Abraham Lincoln Memorial garden, Springfield, Ill.

Annual meeting National Council of Garden clubs.

Semi-annual meeting National Council of Garden clubs.

Tyler rose festival.

Texas state fair flower show.

Garden conference, Texas State College for Women, Denton.

Waterlilies Indigenous To Valley

Two waterlilies—Castalia elegans and Castalia Mexicana—are indigenous to the Lower Rio Grande Valley.

Castalia elegans was discovered by Charles Wright, in a pond at the head of the Leona River, Texas, in 1849. It was first described by Hooker in 1851 and rediscovered in Waco later. In 1888, it was collected by C. G. Pringle in a resaca near Brownsville, and again the same year by G. C. Neally at Santa Maria, in Cameron county.

Castilia elegans is a beautiful waterlily, with suborbicular, peltate leaves floating on the still waters of ponds and resacas and its delicate pale blue, fragrant flowers standing above the water. The flowers open about 9 a.m. and close about 1 p.m. daily.

Castalia Mexicana was first collected by Prince Karwinski, in Mexico, in 1827 It was first collected in Texas by C. G. Pringle in 1888 in a resaca near Brownsville and by G. C. Neally near Rio Grande City. The leaves are floating, suborbicular, peltate and on a long stem. The flowers are yellow, and commonly rise above the water, but sometimes float. The flowers open about 1 p.m. and close about 5 p.m.

Mexico Tour To Follow Convention

Garden club members from all over the United States will gather in the Lower Rio Grande Valley for the annual flower pilgrimage to Mexico, to start March 14, closing date of the Texas Federation of Garden Clubs convention.

The pilgrimage will remain in Mexico until March 24, entering that country at Matamoros, opposite Brownsville.

The tour is conducted by Mrs. Ben G. Oneal, Wichita Falls, pilgrimage chairman of the South Central region garden clubs.

Says Mrs. Oneal:

Must Be Visited

"The Texas gardeners believe that a nation's flower world, to be appreciated must be visited and they annually invite all gardeners to know and love Mexico with them in the annual pilgrimage to our neighbor, 'A foreign land, just a step away.'

"The 1941 pilgrimage affords opportunity of knowing the tropical plant life of Southern Texas, where the Texas gardeners gather March 12, 13 and 14.

World of Beauty

"Tropical flowers are a world of beauty within themselves, a world that lures gardeners to the Mexico pilgrimage. At a time when a war-torn world recalls the destruction of flower spots in Europe, gardeners again pay tribute to those oldest gardens on the North American continent, those around Mexico City.

"Among the gardens to be visited are some that were thriving before Columbus discovered America."

Garden Movement Nationwide

GARDEN club activities and objectives vary in different states, although the central aims of conservation and beautification remain the same.

Virginia and Tennessee, for instance, have been reconditioning and preserving their historic homes, restoring the grounds to the original landscape settings, and conducting pilgrimages over the states to these old Southern mansions.

Mississippi has also preserved many of its old homes. The pilgrimages to these interesting spots are the principal feature of the annual Natchez festival.

Alabama has established a trail for its state flower, the azalea, which begins at Mobile and circles the entire state.

Colorado is stressing its state ing all citizens to plant a blue spruce on their grounds to be used as a permanent Christmas tree. State highways are being lined with spruce and where erosion of soil or washing occurs, rock gardens are being built and set with native evergreens.

Texas, near the bottom of the list originally in highway beautification work, now ranks among the leaders in this work. Thousands of native trees have been planted, and most of the cities are beautifying their highway entrances with mass plantings of flowering shrubs.

In the Valley, since adoption of the plan to hold an annual Bougainvillea Trail pilgrimage, thousands upon thousands of cuttings of this plant have been set out, in public parks, in front of schools, and in many homes.

Welcome .
TO . . .
Charro Days
BROWNSVILLE
and
The Lower Rio Grande Valley
LIBERTY MILLS
SAN ANTONIO, TEXAS
Manufacturers of
"HEARTS DELIGHT" and "PURITY"
Companion Trademarks of
TEXAS' FINEST FLOUR

Pause and Turn to Refreshment!
Drink Coca-Cola
Delicious and Refreshing
YOU TASTE ITS QUALITY
5¢
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
BROWNSVILLE COCA COLA BOTTLING CO.—
PHONE 5—10th & WASHINGTON.

ROLLINS MACHINE CO.
Motor Rebuilders
Automobile
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CRANKSHAFT GRINDING with SPECIAL EQUIPMENT
Sunnen Crankshaft Grinder grinds your crankshaft without removal from your engine
Landis Crankshaft Grinder
Hastings Ring and Piston Expanders
Specialized Motor Rebuilding .
Phone 80 Harlingen, Texas

Associated Growers Succeeds As Co-Op

ICING VALLEY CARROTS

IN the Associated Growers of Brownsville, the Lower Rio Grande Valley has what is described as the most successful vegetable co-operative in the United States.

This model organization, starting with a paid-in "capital" of $2,000, has in three years bought and paid for $8,000 worth of equipment and brought its gross annual business close to $300,000. Planned enlargements will add $4,500 in new equipment, doubling the present capacity.

Represent 5500 Acres

Shipments in the 1939-40 season totalled 550 cars, representing produce of 5,500 acres farmed by the 17 voting and 23 associated members. This season's shipments may run up to 700 or 800 cars.

Formed In 1937

The Associated Growers was formed in the fall of 1937. Twenty farmers each paid in $100 as membership fee, on which they draw six per cent interest as long as they are members. Associate members, with all the privileges of members, except voting, are not required to pay the fee. Their produce is handled on the same basis as that of members, with same charges and same rebates.

Secret of Success

W. E. McDavitt, veteran Valley produce man who is the organization's sales manager, attributes its success to strict grower control and to a by-law clause that forbids employment of any member or member's relatives. Voting membership is limited to 20. Associate members are voted in by members.

Products Shipped

The organization's products — principally beans, peas, potatoes, tomatoes, cabbage, squash, peppers and eggplant—are handled on a strictly co-operative basis. There is no control over what the farmer plants. However, members consult among themselves before planting, seeking to select uniform varieties that will mature about the same time. Under the marketing agreement, each member and associate member delivers all his produce to the Associated Growers.

Charro, Chinita Brands

"El Charro" and "La Chinita" are the organization's brands.

At peak movements, the organization employs as many as 100 washers, graders, packers. During 1940, more than 350 were employed on seasonal basis, some working one day, some several months.

Officers And Members

President of the organization is Fred Rusteberg, Sr., who has held that office since formation of Associated Growers. Ralph Shuler is vice president, and Travis Jennings is secretary-treasurer. Voting members are C. K. Crowe, H. Z. Crowe, C. R. Mathers, R. Mathers, K. P. Loughridge, Frank Wright, Wilbur Wright, C. D. Loop, G. H. Loop, F. G. Willis, W. L. Lipscomb, R. W. Shuler, F. Rusteberg, Sr., F. Rusteberg, Jr., S. S. Nye and S. D. Ray.

Rare New Fruit Tried in Area

A fruit, practically unknown in the United States, which may be added to the varied crops of the Lower Rio Grande Valley, is the subject of experiments being conducted by W. H. Friend, superintendent of the state experiment station at Weslaco.

The prospective new tree is known as jaboticaba. Its fruit looks and tastes like muscadine grapes. The tree bears fruit along the trunk, branches and twigs.

Mr. Friend obtained some of the plants from the Federal Office of Plant Exploration. A large jaboticaba tree was brought into Florida from Brazil thirty years ago, and bears fruit every summer.

WORLD'S FIRST
Valley Usually Produces Earliest Cotton

Road on Flood Levees Useful

An unplanned road-system, making a third Valley-wide thoroughfare, 16 feet wide, is being created in the Valley as a valuable by-product of the flood control works constructed by the International Boundary Commission.

The new road system, atop the flood control levees that rim the United States side of the Rio Grande, is especially useful to customs and immigration officers patrolling the boundary stream.

The levees, tightly compacted, rise many feet above the highest stages of the river, and provide a commanding view.

Measuring 16 feet across the top, the levees provide a high-speed route, with practically no intersections and none of the usual traffic restrictions.

The levee roads will be available for public use, J. L. Lytel, project engineer for the IBC, said.

It is expected, however, that principal use of the levee road will be for patrol and law enforcement officers.

News Bureau Keeps Tab On Mart Trends

Valley growers are provided with long-range "eyes and ears" to keep tab on market developments.

The service—combination listening and observation post—is known formally as the market news bureau of the U. S. department of agriculture.

The Valley field office is located at Weslaco, where it was moved from Brownsville in 1939.

Listed Daily

Prices, market demand, weather conditions, rail, water and truck shipments are listed daily, gathered from throughout the United States. Tabulations are sent daily to growers and shippers.

The Valley field office was established in 1926.

Information is transmitted by market news offices in other points, via telegraph and government radio. State appropriations also made possible a direct connection with the government leased wire in San Antonio, thus heightening efficiency of the service.

No Charge

All the service—provided daily—goes to interested persons without charge.

In addition to the daily spot reports, the market service provides weekly summaries of shipments and prices, enabling growers and shippers to plan movement of fruit in advance.

Festival Features Odd Plant Costume

Unique costumes feature Mission's annual style show, held in connection with the citrus fiesta. A recent prize winner wore a hoop-skirt of overlapping grapefruit peel, bodice of tree leaves, collar of strung seeds, and head-dress of orange blossoms. In her hand she carried a scepter of a "royal breakfast," made of a citrus tree limb with a half grapefruit and a spoon of citrus wood.

CITRUS FLAVORS

Candies and butters flavored with citrus fruit juice are used for tea sandwiches by many American hostesses.

CITRUS

"The Best of the Better Crops"

Under A Nationally Advertised Quality Trade-Mark

In times such as the present, quality fruit plus proper advertising is most essential. Throughout the seasons AFG has consistently given its customers both....all to the advantage of the Valley Citrus growers marketing through it. When we stop to recall our growth in Citrus tonnage the past years, it is a clear indication of the wisdom of these basic policies.

The Lower Rio Grande Valley, we believe, possesses every advantage for continued growth. And as one of the organizations which annually handle the citrus harvest, we pledge our every effort to the advancement of its chief industry and the prosperity of you, the people behind that industry.

Greetings to Members of the Garden Clubs of Texas

District Offices

BLUE GOOSE AFG

Weslaco, Texas

American Fruit Growers, Inc.

Ah! Going to do a little shopping while you're in town?

Well, on one of these trips you're going to need some sulphur dust if you own an orchard. Or, if you own a farm you'll know you can't feed all the worms and you'll buy some vegetable dusts. And if you own either or both you'll need fertilizer. So keep that thumb working until you get your favorite dealer and specify Coastal when you buy. Why? Several reasons. For instance—

SULPHUR DUSTS are made by us in a modern roller mill and trade marked "COLORBAND." Same price, little better quality than other brands, and if you don't feel like talking after your trip to town, just point to the bag with the big green, red or blue band around it. Don't try to remember names for different grades—pick your color.

VEGETABLE DUSTS that are so smooth, easy-flowing and perfectly mixed—you're some times tempted to use them for flour—if only they had a white color. Don't though! Watch how quick and dead they kill worms!

FERTILIZERS that don't smell! Well, maybe a little—but they are free-flowing and you won't cuss when you are putting them on. Quality? State inspected, of course.

Coastal Chemical Company, Inc.

HARLINGEN, TEXAS

Fruit and Vegetable Canning Major Valley Industry

Numerous Products Prepared

VALLEY plants today have capacity for canning 120,000 cases of fruit and 50,000 cases of vegetables daily.

These figures tell at a glance that the canning industry has become a major one in the Valley.

Ten years ago there were only three canning plants in this section.

Value $10,000,000

Now there are close to 50, turning out about 10,000,000 cases of vegetables and citrus fruits each season, with a total value in the neighborhood of $10,000,000.

More than $2,000,000 is invested in Valley canning plants.

Building of Valley seaports, providing a steady reduction in transportation rates, was mainly responsible for the phenomenal growth of the canning industry.

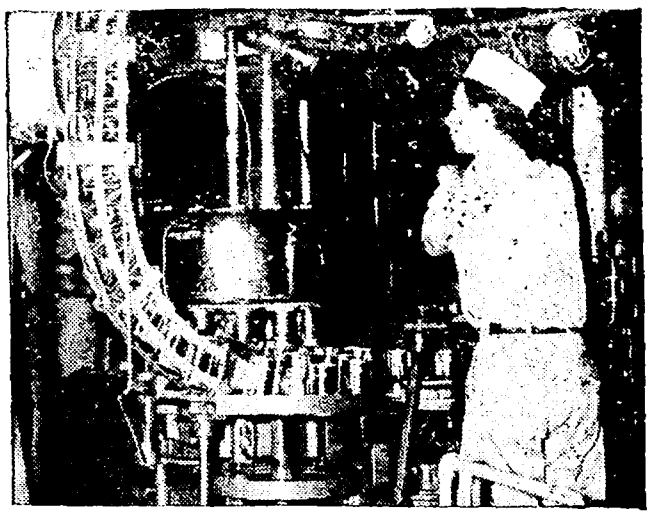
Demand Grows

Canning of grapefruit hearts, backbone of the early citrus canning trade, has given way to a large extent to juice canning. Demand for juice grows yearly.

Most of the Valley's plants process both fruits and vegetables but some of the larger ones handle citrus exclusively, while some of the smaller ones specialize in vegetables.

Introduction of the new individual container for canned fruit juices opened vast new markets and gave canning production a decided stimulus.

Among the products canned in the Valley are grapefruit juice, orange juice, lemon juice, pineapple juice, grapefruit segments, tomato paste, tomato puree, carrots, carrot juice, tomato sauce, tomato catsup, beans, English peas, black-eyed peas, turnips, sauerkraut, beets, and beet juice.



AT TYRRELL AND GARTH PLANT——GRAPEFRUIT JUICING (LEFT) AND CANNING

The Valley--Worth One-Third of a Billion

The Lower Rio Grande Valley represents an investment of approximately one third of a billion dollars.

Included are the following, in round numbers:

16,000,000 farms and groves	$150,000,000
1,000,000 acres in ranches	10,000,000
Real estate (Urban)	60,000,000
Irrigation systems	31,000,000
Drainage systems	750,000
Municipal Improvements	12,000,000
Schools	10,000,000
Navigation Districts	7,500,000
Highways (District)	10,500,000
Public Improvements (Counties)	16,000,000
Public Utilities	26,000,000
Total	$333,750,000

Valley Pushing Livestock Deal

Livestock is claiming an ever greater and greater share of the Valley farm program.

Although long a major industry in the dry-land sections of the Valley, relatively minor attention has been devoted to hogs, sheep and cattle in the irrigated farm areas.

In recent years, however, under stimulus of the Four-H club work and county farm agencies, Valley growers have been adding livestock and poultry to their farm diversification.

Chambers of commerce throughout the Valley have been stressing livestock raising in their regional programs.

The Mercedes chamber of commerce in particular has done a great deal of work in this field and has established a livestock sales yard for daily markets and weekly auctions.

MORE TOURISTS

San Antonio and the Rio Grande Valley attract more winter tourists than any other sections of Texas.

St. Clair Foods Company

Specialists in White and Pink Grapefruit Segments

Highest Quality Fruit, Packed Under the Most Sanitary Conditions. A Pioneer in This Field

McAllen, Texas

We Have a Large Stock of

DELTA AND PINE LAND

FOUNDATION STOCK COTTON SEED

Tests 89 Per Cent. De-Linted and Ceresan Treated

DELTAPINE 12

Deltapine 12 (D. & P. L. 12) has been chosen as a worthy successor to the famous Deltapine 11 in most characteristics. Deltapine 12 is more productive, has a good staple with a better line turnout, and is more disease-resistant. Usually gins out more than 40 percent lint in the Mississippi Delta and more on uplands. In two variety tests conducted by the Alabama Experiment Station in North Alabama the average lint percentage was 44 percent.

Deltapine 12 gives a staple ranging from 1 1-32 to 1⅛ in the Delta, with 3 3-32 predominating. It is of uniform staple and of good character and classes out high in grade. The spinning qualities are excellent.

Reuter offers genuine originator's seed in branded, sealed bags. Not prepaid; 30 lbs. (bus.) $2.25; 100 lbs. (3 1-3 bus.) $7.00; 300 lbs. (10 bus.) $20.00.

All Varieties of Garden, Field Seeds. Baby Chicks

If Your Dealer is Not Supplied, Phone Us, San Benito 310

John R. Brownlee, Manager **San Benito**

Historic U. S. Army Posts Located In Lower Rio Grande Valley

AIRPLANE VIEW OF FORT BROWN, BROWNSVILLE (See Story On Page 13)

For the Housewives of a Nation!

STRAIGHT AND MIXED CARS

- CARROTS
- CABBAGE
- PEPPERS
- TOMATOES
- RADISHES
- BEETS
- ENDIVE
- BROCCOLI
- TURNIPS
- BEANS
- PEAS
- SQUASH
- SPINACH
- PARSLEY
- DRY ONIONS
- GREEN ONIONS
- POTATOES
- MUSTARD

ALEXANDER MARKETING CO.

John Benson, Manager

San Benito, Texas

100 Churches Serve Valley

Approximately one hundred Valley churches hold regular services in the Lower Rio Grande Valley.

Practically every denomination is represented, making it possible for worshippers to attend the church of their choice within their home communities.

Some of the most handsome edifices in the Valley are church buildings, among which are excellent examples of landscaping and ornamental plantings.

Architecturally the churches range from Old Gothic, which include some of the earliest church structures in Texas, to Modern Spanish.

Ceremonies of religious nature, particularly on the major holy days and during Christmas and Easter time, fill an important place in the life of the Valley.

Oratorios and other special presentations are featured periodically, and preparations are being made this year for Valley-wide union sunrise services at some central place on Easter Morning.

Highway Parks Beautify Area

Four highway parks have been created as part of the road beautification program in division 21 of the state highway department, with headquarters in the Valley at Pharr.

Two parks are located in the Hidalgo county, one in Brooks, and another in Webb county.

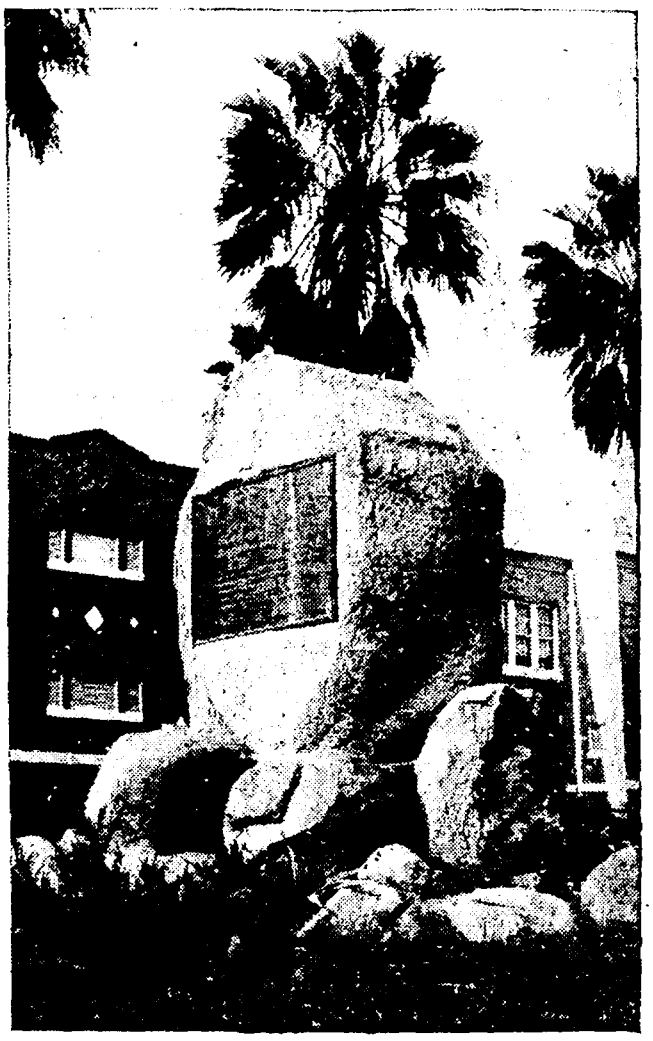
In addition, numerous small rest stops known as "turnouts" have been landscaped at various places along highways in the Valley. At these spots, motorists can turn in for a short rest, to change drivers, to eat lunch.

One of the finest of the roadside parks in the division is the one on U. S. Highway 281 between Pharr and Hidalgo in Hidalgo county. Another has been placed south of Mission.

Several more parks are planned, including one in Cameron and another in Willacy county.

OAKS RECOMMENDED

Recommended for planting in the Lower Rio Grande Valley are the Spanish oak, which does not shed leaves, and the Holly leaf oak, recently brought here from California.



MARKER—— Davis Highway Terminus, Brownsville

South Originated Garden Club Idea

The American garden club movement, of which the Valley and State garden clubs are a part, is fairly young, but has spread rapidly throughout the country.

In 1920, a movement was started in Virginia by a small group of nature-loving citizens for the preservation of native trees and shrubs and wild flowers. This soon developed into a statewide organization.

By May, 1926, in Atlanta, Georgia, thirteen states combined into one unit and adopted the name of "Garden Club." In 1929, the National Council of State Garden Clubs was organized. By 1937, every state in the union was represented, and membership had reached 9,000 clubs.

Canada and Mexico also have joined the movement.

The scope of the movement, originally aimed only at conservation, has spread as the national organization has grown.

Among the chief current objectives is highway beautification. This covers creation of roadside parks, planting of native trees, shrubs and wild flowers along the highways, and removal of billboards and other structures that hide the natural beauty of the roadsides.

In some states, the garden clubs have been instrumental in obtaining legislation restricting use of billboards, along the highways and prohibiting dumping of trash or otherwise defacing natural beauty spots.

Rose Day Honors Julia Montgomery

The Lower Rio Grande Valley annually observes "Rose Day" in honor of the late Julia Cameron Montgomery, original sponsor of extensive rose plantings and beautification in this section.

She also was the donor of the Rose Cup, now held by Pharr, which is awarded annually to the Valley city that has done the most during the year toward beautification and general civic improvement.

Each Valley garden club has undertaken planting of a special plot of ground with roses as a permanent reminder of the excellent work done by Mrs. Montgomery.

Valley Builds Trailer Camps

Trailer tourists are now flocking to the Valley in greater numbers than ever before.

This influx has brought about building of newer and improved accommodations for these "gypsies of the highways."

More than a score of trailer camps, in practically every town in the Valley, are available.

An indication of the increasing popularity of Valley travel among the trailer dwellers is the phenomenal growth of facilities in McAllen.

A new park recently opened there, with 18-car capacity, has brought the total number of trailer camps in McAllen to ten.

Pharr boasts a municipally-operated tourist park. Almost anywhere along the Valley highways, trailer-tourists can fild ample accommodations.

Organizations Knit Valley Interests

Helping to knit the Lower Rio Grande Valley—with its relatively dispersed population having common interests—into a more unified community are the numerous Valley-wide business, fraternal and professional organizations.

These groups, with separate organizations in each community, hold regular Valley-wide meetings, discuss problems affecting the entire section.

Among these groups are such organizations as the Valley Safety Traffic Association, the Valley Educational Association, the Valley Pastors Association, the Valley Mayors Association, the Valley Bankers Association, the Valley Peace Officers Association, the Bi-County Medical Society, the Valley Chamber of Commerce secretaries association, the American Legion and Legion Auxiliary, and numerous others.

Besides, practically every town has a Rotary, Kiwanis, Lions and 20-30 luncheon club, which hold Valley-wide meetings at intervals, and sponsor Valley-wide projects.

TRAVELERS' TREE

The "traveler's tree" is a fan-shaped tree somewhat resembling the banana tree. Its leaves are like those of the banana, but grow in one plane. It is called the "travelers' tree" because there is always a drink of water at the base of the trunk.

DONNA—Home of the Bougainvillea Pageant!

SERVED BY

CITIZENS STATE BANK

DONNA, TEXAS

Member Federal Deposit Insurance Corporation

THE FIRST NATIONAL BANK OF LA FERIA

La Feria, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Every Man . . .

MAKES HIS OWN CREDIT RATING

—WE KEEP THE RECORD

RETAIL MERCHANTS ASSOCIATION MEMBER

Retail Merchants Association

CLAIRE KEY, Secretary-Manager

BROWNSVILLE, TEXAS

Los Fresnos State Bank

- A Progressive banking institution
- in a Progressive community

Member F. D. I. C.

Los Fresnos, Texas

Points With Pride To The LOWER RIO GRANDE VALLEY OF TEXAS

We're proud that we're a part of that vast unity known to the world as the Lower Rio Grande Valley of Texas. And it's with pleasure that we review a history of this bank and to find that we have in many instances aided the growth and development of this land of ours.

That's why we're proud of the Valley when all Texas points toward the southern tip of the great state as the nation's richest agricultural area and a rising industrial empire.

FIRST NATIONAL BANK

HARLINGEN, TEXAS

Member Federal Deposit Insurance Corporation

CONGRATULATIONS—

To those who have worked so loyally to make the Bougainvillea Trail a reality. My prediction is that this will become an outstanding event among flower lovers in Texas and contribute greatly to advertising our Valley.

State Representative

HOMER LEONARD

Speaker of the House

Valley Served By Many Types Of Institutions

SERVICES that provide health, comfort and convenience are abundantly available for residents and visitors in the Lower Rio Grande Valley.

Within easy reach of residents anywhere in the four Valley counties are physicians and surgeons, stores of every kind, restaurants, beauty parlors, laundries, dairies, gas service stations, and scores of other types of institutions to care for multiple human needs.

Census Figures

More than 3,000 individuals and firms in the Valley are engaged in business and personal services, in professional, trade or commercial capacity.

A recent U. S. Department of Commerce census shows that the Valley has 890 service firms, not counting professional groups or retail stores. These institutions do an annual business of approximately $2,500,000 with total payrolls of more than $600,000.

Groups Listed

A survey of the Valley reveals the following active in this section:

140 physicians and surgeons, 90 drug stores, 40 dentists, 20 chiropractors, 23 agricultural implement dealers, 44 automobile dealers, 106 auto repair shops, 140 barber shops, 70 beauty parlors, 10 book stores, 19 banks, 60 cleaning-pressing-tailoring establishments, 70 dairies and milk products establishments, 10 dancing schools, 175 clothing-dry goods-department stores, 20 florists shops, 55 feed-seed stores, 35 furniture stores, 10 gift shops, 475 grocery stores and meat markets, 6 hotels, 10 laundries, 30 jewelry-optical goods-watch establishments, 25 weekly and five daily newspapers, 30 plant nurseries, nine optometrists, 15 photographers, 30 plumbers, 35 job printing plants, 25 radio service and sales shops, 12 refrigerator service and sales establishments, 300 restaurants-cafes-coffee shops, 320 service stations, 60 tourist camps, seven voice and piano schools.

HOSPITAL BUILDING, FT. RINGGOLD, RIO GRANDE CITY

* * * *

Historic Army Posts Located On Rio Grande

(Photos on Pages 12 and 13)

The Valley's historic army posts add to the cosmopolitan atmosphere of the section and provide interesting scenic drives close to the romantic Rio Grande.

Fort Brown, located at Brownsville, is the oldest United States military post on the Rio Grande. It was built in 1846 and was originally known as Fort Taylor and was named later in honor of Major Jacob Brown, who fell in its defense. Some of the original earthworks still stand.

Fort Ringgold, at Rio Grande City, was built in 1848. A number of the original buildings in excellent condition, are still standing and in use. Among the buildings is one which was occupied by Gen. Robert E. Lee.

Both garrisons are handsomely landscaped, with great variety of flowers in the gardens of officers and non - commissioned officers' homes. The trees on the grounds include palms, grapefruit, orange, ebony, huisache, retama and many others.

The area of the Valley is greater than that of the State of Delaware.

Mission Boasts Roadside Park

A two-unit roadside park between Mission and McAllen is one of the highway beauty spots in the Valley, indicative of more to come as the highway beautification program progresses.

Carpet grass has been planted on these parks, one of which is bounded by a hedge of native zitherwood, which blooms with white flowers in the summer and bears deep-orange or flame-colored berries in the winter.

In the second unit, a pool has been designed for native water lilies and other water plants. The pool has been surrounded by carpet grass and native flowers and shrubs.

A feature of the park landscaping is a huge star, 80 feet in diameter, which has been planted with purble bougainvillea.

Other plants featured include experanza, Brazilian peppers, pampas grass, poinsettias and hibiscus.

CITRUS DESSERTS

Many desserts are made from citrus fruits. These include chiffon puddings, marshmallow combinations, puddings, ice creams, sherbets, charlottes and sponges. In pies alone, citrus fruits have such classics as lemon meringue, layer cakes, and cake fillings.

Wells? No, But Name Of 'Norias' Gets By

Norias in Willacy county was named after Judge James B. Wells, important figure in early day Texas, and for a long time a resident of Brownsville.

The town was so named despite the objections of Col. Uriah Lott, promoter of the St. Louis, Brownsville and Mexico railway.

Judge Wells was attorney for the railroad. When stations were being named along the route, someone suggested that one be called "Wells." Col. Lott didn't get along so well with the judge and protested.

"How about Norias?" he was asked.

"Fine," he said.

He didn't know that norias is the Spanish word for wells.

Hospital For Army Vets Goal of Drive

Establishment of a hospital in the Valley for ex-service men is being pushed by the Veterans of Foreign Wars.

The former Delta club house near Lasara has been recommended as a site for the hospital, which would accommodate 400 patients.

The ex-service men's hospital at Legion, Texas, nearest this section, is about 350 miles away.

Texas' first community forest was opened at Luling.

Weslaco Birthday Feted In Valley

"The City That Had Its Face Lifted," Weslaco, generally recognized as the Valley's geographical and population center, celebrated its 21st birthday in 1940.

The birthday party lasted two days, featuring flower, fruit and vegetable exhibits, numerous musical attractions, and the annual style show.

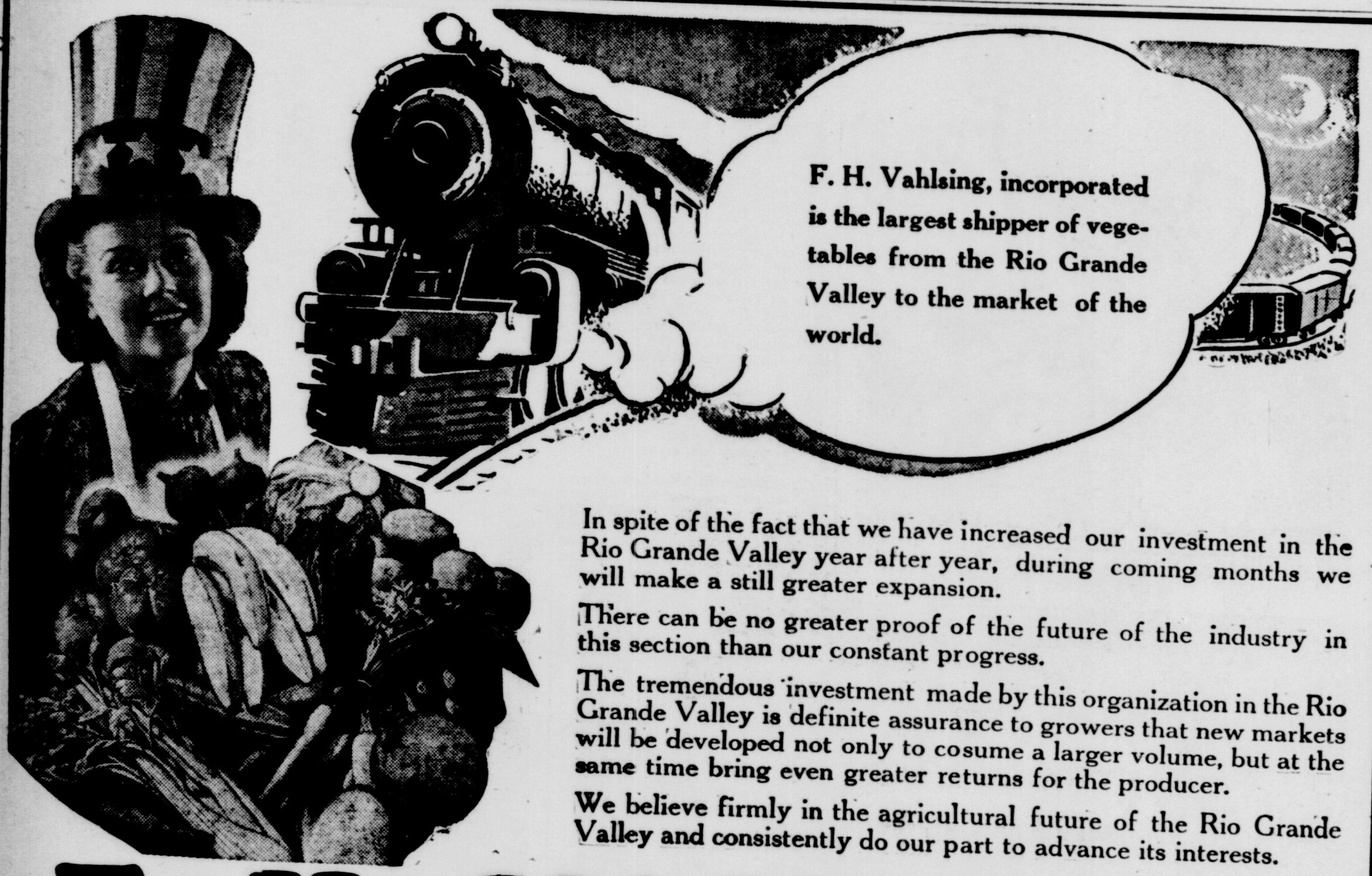
Weslaco has a municipally-owned trailer camp.

The city was opened with a lot sale December 1, 1919, held by E. C. Couch and brothers and R. L. Reeves, who bought the land from the W. E. Stewart Land company, for whom WES(tuart)LA(nd)Co(mpany) was named.

In the famous "face lifting," the entire business district was remodeled in Spanish-type architecture and trimmed with uniform neon signs.

HUGE ORANGES

Huge oranges, measuring 19 to 20 inches in circumference, and weighing between two pounds and two and a half pounds, were displayed during the Texas Citrus Fiesta in Mission. They were grown in the R. B. Shary grove near Mission.



In spite of the fact that we have increased our investment in the Rio Grande Valley year after year, during coming months we will make a still greater expansion.

There can be no greater proof of the future of the industry in this section than our constant progress.

The tremendous investment made by this organization in the Rio Grande Valley is definite assurance to growers that new markets will be developed not only to cosume a larger volume, but at the same time bring even greater returns for the producer.

We believe firmly in the agricultural future of the Rio Grande Valley and consistently do our part to advance its interests.

F. H. VAHLSING

MELVIN A. GIESE, Manager INCORPORATED RAYMONDVILLE — ELSA

Uncle Sam Proves Faith In Valley's Future

Gravity Canal Will Assure Water Supply

THE proposed $60,000,000 gravity irrigation system, a federal government project, will increase by at least 50 per cent the irrigable areas in the Lower Rio Grande Valley.

Estimates of engineers indicate that completion of the huge project will provide the Valley with a total of about 750,000 acres of irrigated farm lands, compared to the present total of approximately 500,000 acres.

Project Approved

The project has already been approved by the International Boundary Commission, and President Roosevelt recommended appropriations for the preliminary engineering studies.

Under the proposed system, the canal would be built entirely on the United States side of the Rio Grande. It will divert Rio Grande waters about 70 miles up the river from Rio Grande City, near Zapata.

Into Reservoir

This diversion canal will flow into the master reservoir on Los Olmos creek, east of Rio Grande City and about 100 miles from Brownsville. A secondary reservoir is called for at Penitas, near Mission.

On the economic side, the plan calls for payment by farmers only for water which they use.

Route of the gravity canal down the Valley will roughly parallel the big flood control works now being completed by the International Boundary Commission.

Pushed By West

Congressional sponsor of the International Boundary Commission recommendations for including the gravity canal appropriations in the federal budget was Representative Milton H. West of Brownsville. Congressman West recently informed Valley interests that an initial $2,500,000 for preliminary work has been included in the current budget.

MILTON H. WEST
Valley Congressman
Pushed Gravity
Canal Deal

* * * *

Project Features

Features of the project include:

The inlet canal, a concrete-lined canal of 3,000 cubic feet per second capacity extending from the Rincon heading in the Rio Grande to the principal storage reservoir at Los Olmos, 72 miles away.

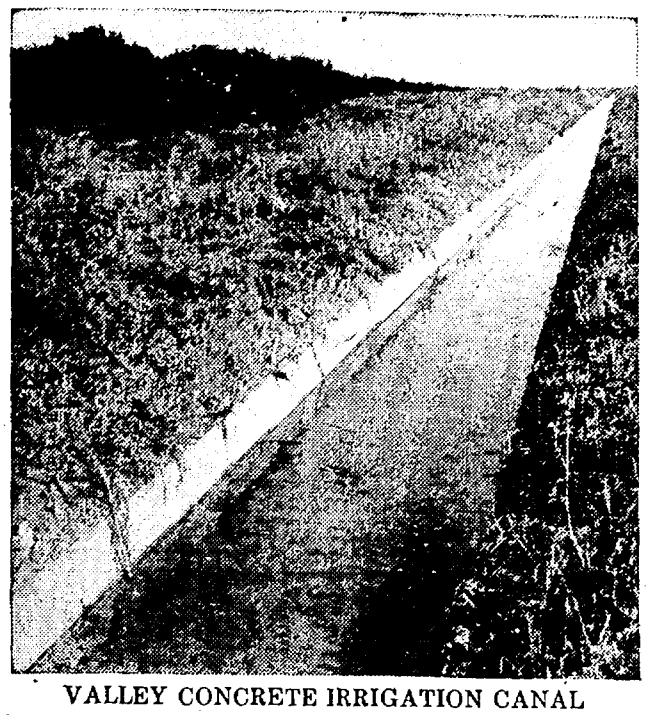
The Los Olmos reservoir, formed by an earth dam 90 feet high, to be built across Los Olmos creek. It will store 315,000 acre feet of water for release during low river flow.

The Los Olmos hydroelectric plant. A possible drop of 86 feet able up to 100 million kilowatt hours will make electrical energy available annually.

The feeder canal, a concrete-lined canal of 3300 cubic feet per second capacity, leading into the Mission reservoir, 30 miles away. This canal will receive the water by-passing the Los Olmos reservoir, or will convey stored water from Los Olmos to the Mission reservoir.

The Mission reservoir, which will be located near the head of prin-

(Continued on Page Seven)



VALLEY CONCRETE IRRIGATION CANAL

Starr Launches New Irrigated Farms Project

Starr county, traditionally a "dry-farming" section of the Lower Rio Grande Valley, is successfully branching out into irrigated farming that will put growers there on a par with the rest of the section in variety of growable crops.

The new step was taken through organization of the Fronton Irrigation Association, financed by the Farm Security Administration. The association was formed with 14 farmers, whose families, in some instances, have been farming on the edge of the Rio Grande for generations.

The farmers borrowed $7,400 from the Farm Security Administration. With this they bought a Diesel motor and a centrifugal pump and built a canal through 800 acres of rich river land. The farmers' holdings total 1800 acres, and plans have been made for extending the irrigation facilities to cover an additional 800 acres this year.

Postal Receipts On Constant Increase

Steady increase in postal receipts reflects the continued growth of the Lower Rio Grande Valley.

An indication of the rate of increase is seen in figures from six representative Valley cities — San Benito, Raymondville, McAllen, Amusement company, Dallas, Texas, Harlingen, Edinburg and Brownsville.

Total 1940 postal receipts or these cities was $290,262, a gain of $15,500, or nearly six per cent over the 1939 total.

Millions Go For Rio Control

UNCLE Sam believes in the Valley and its future. He has shown this faith in many ways.

One very tangible expression is in progress—the International Boundary Commission work on the Valley flood control system.

The federal government is laying out $10,000,000 to build this protection, now well past halfway stage of construction

Permanent maintenance of the levees—about 300 miles in all when finished—will be paid out of federal funds entirely.

Many Men At Work

Between 600 and 700 men are at work now, most of them under five private contractors. At one time as many as 1800 men were employed.

About $100,000 a month, sometimes less, sometimes a little more, is being spent by the International Boundary Commission in the Valley, in connection with the flood control program.

Unique Engineer Feat

This big Valley project, a unique engineering feat in the United States, is making this feritle region permanently safe from any flood danger. Record rises of the Rio Grande during the last few years has already proved the efficacy of the levee system

The river reached new high marks, which in pre-levee days would have meant certain floods.

Nothing happened. The river waters entered the floodways and rushed out to sea.

The agreement to maintain the

(Continued on Page Seven)

Harlingen has known the extremes of nick-names among Texas cities, having been known at one time as "Saints' Roost" and at another time as "Six-Shooter Junction.

RIO GRANDE VALLEY TEXSUN CITRUS EXCHANGE

RIO GRANDE VALLEY TEX-MAID CITRUS EXCHANGE

DOING A GOOD JOB!

Fundamentally sound, the purposes of the Rio Grande Valley Citrus Exchange are being accomplished to the advantage of the grower, as well as the consumer.

For the grower it strives to secure the largest possible return by conscientious sales effort and intelligent advertising. For the consumer it strives to give uniformally high quality, at the lowest price.

Co-operation of all interests makes it possible to accomplish these purposes; it has created a financially sound institution.

Rio Grande Valley Citrus Exchange
MEMBER Associations

Bayview Citrus Association
Mission Citrus Growers' Union
McAllen Citrus Association
Weslaco Citrus Association
Edinburg Citrus Association
Donna Citrus Association
Santa Rosa Citrus Association
Combes Citrus Association
La Feria Citrus Association
Stuart Place Citrus Association
Raymondville Citrus Assn.
San Benito Citrus Association

RIO GRANDE VALLEY CITRUS EXCHANGE

TELEPHONE 182

TexSun and Tex-Maid Citrus Fruit

WESLACO, TEXAS

Crop Experiments Mark Valley's Development

FRUIT OF AN 'EXPERIMENT'——JOHN H. SHARY HOME AT SHARYLAND, NEAR MISSION
When John Shary started his development in the Lower Rio Grande Valley, citrus fruit growing in this section was still in the experimental stage.

VALLEY PRODUCES FLAX
Photo shows H. C. Stokes in Jim Perkins' field south of San Benito.

Cane and Rice Brought Early Development

The Valley's "gold rush" took place between 1922 and 1930.

That was the period of boom development in this section, a development now finding fruit in the greatest home construction boom in the Valley's history.

Although for most persons the Valley is a fairly recent "discovery," its growth started early in the century, with the coming of the first railroad.

An early land boom came in the wake of attempts to develop sugar cane and rice in the Valley. Most of the early settlers were farmers, who stayed on after the sugar cane bubble burst and developed truck farming.

The current growth of the Valley got its start with the development if citrus. Between 1,000 and 2,000 prospective purchasers entered the Valley weekly in elaborate "land parties."

Construction of irrigation systems followed the large-scale settlement.

Since those days, the Valley's growth has been steady. Homes, industries, highways, airports and seaports have blossomed in the area which was once wild brushland.

VITAMIN GRASS IS NEW VALLEY CROP
Dehydration plant near Raymondville, Willacy county, is pictured, extracting moisture from tender cereal grass. The product is sacked and canned, supplements human and cattle diets where greens are lacking.

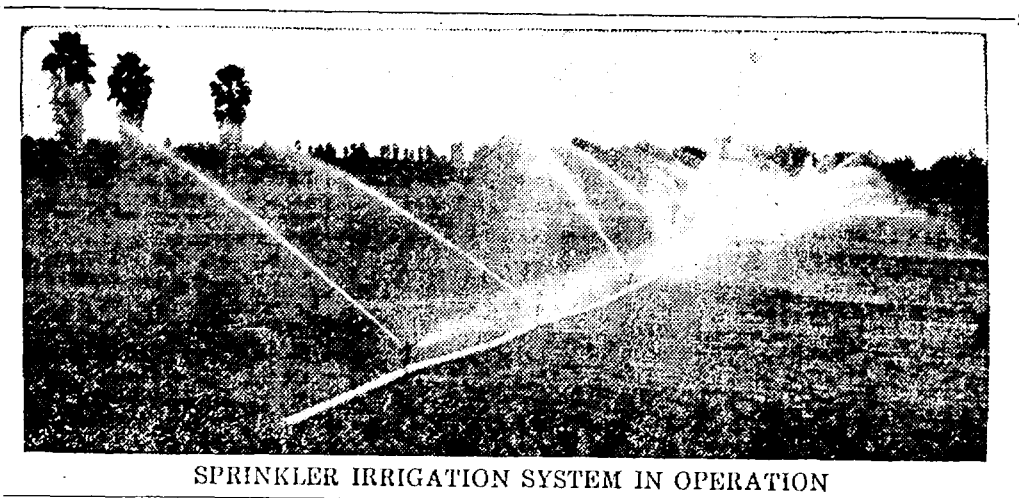
EARLY SUGAR CANE VENTURE
Photo shows S. W. Fordyce, Jr., (center), with Tom Finty, Jr., (left) and J. L. Whitaker (right) with stalks of sugar cane grown near Mission during early part of 20th Century.

Year-Round Showers----Miracle of Man-Made Rainfall

By the Roving Reporter

IN the routine of our daily occupations, we dwellers in the cities of the Lower Rio Grande Valley are likely to overlook the progress and scientific development that is taking place in the principal industry of the Valley—Agriculture. Sometimes we get in a rut, traveling the same route day after day from home to place of business, with occasional trips up and down the main concrete highways, and are greatly surprised when we learn of revolutionary improvements that have been quietly developing along the by-ways and in the extensive, rich agricultural areas so seldom seen by the average citizen. This writer was thus astounded recently.

We have all read humorous accounts of so called "Rain-makers," who sit beside ponds with umbrellas or perform other rites of hocus-pocus in the hope of coaxing reluctant showers from the cloudless sky. Imagine our surprise when we learned that many of the most prominent and successful farmers and orchardists of the Valley are regularly practicing the art of "Rainmaking."



SPRINKLER IRRIGATION SYSTEM IN OPERATION

Raining In The Sun

In driving down a palm-lined road through the center of a five hundred acre citrus orchard on a bright sunny day, our attention was attracted to a perfect shower of rain falling on a section of the grove. Investigation disclosed a string of pipe along the ground between the trees, with revolving sprinklers set at regular intervals, which were throwing streams of water clear above the trees to fall as a gentle rain in overlapping circles, providing a wide, straight strip of rain the entire length of the tree rows. Beyond the edge of the rain, several men were quickly and easily laying another string of pipe.

The obliging attendant informed us that the water was coming from a pumping plant somewhere in the distance. In answer to our inquiries as to the advantages of this system of irrigation, he told us many interesting things. It seems that, in order to irrigate a grove by the old-fashioned method, it is necessary to disc between the trees, then construct a "border," or small levee around each tree, then coax the water along the ground to fill these borders, where it stands until it soaks into the soil or evaporates. This leaves the soil packed hard and drives out the oxygen. When the soil has dried sufficiently, it is necessary to tear down the borders and again disc between the trees, to form a mulch to hold what moisture is left. This frequent discing destroys many valuable feeder roots near the surface of the ground.

Advantages Cited

He explained that the use of the sprinkler system eliminates the necessity for discing and for making and destroying borders; that it leaves the soil loose and fluffy and does not drive out the oxygen; that it washes the dust from the leaves of the trees, enabling them to breathe, and that it has a tendency to wash salt or alkalinity from the soil, instead of bringing it to the trees as is so often done by heavy applications of water by flooding. It seems that much better results may be obtained from a much smaller quantity of water when it is applied by sprinkling. The loose and fluffy soil does not lose its moisture like the hard-packed flooded soil. Also, he had another idea that sounded interesting to us. He called our attention to the moist, live condition of the soil that is so often found around trees in their natural state — in the woods — where nature takes care of the mulching by the dropping and decaying of leaves on the ground, to form a mat that insulates the tender feeder roots from the heat and prevents the evaporation of moisture. He was achieving this same result with his sprinkler system. The grass and weeds were premitted to grow between the trees. Each time it was necessary to sprinkle, these were quickly mowed by a cutter attached to a tractor and were permitted to lie on the ground and decay where they had fallen, thus forming the highly desirable mat.

Letters Tell Of Results

On our return to Brownsville, we called on "Rain Service," the firm that distributes portable irrigation pipe and sprinklers in twelve counties of South Texas. Irrigation systems sold by these people are being used by progressive growers of all kinds of fruits and vegetables in the Valley. We were shown letters from their customers, like the following from Evergreen Farms Company, of Raymondville. "In our production of the cereal grasses (oats, rye, and Sudan grass) and their dehydration in the lush, green stage, and the necessity of cutting same close to the ground with elevating harvesters, we found it absolutely impractical to use the old method of border irrigation. The lightweight Champion irrigation pipe and Buckner Sprinklers have solved all the irrigation problems. We can prepare and plant our land in such a way as to leave it level and smooth as a floor. We can rain on it whenever needed in just the right amount as often as we wish. We can apply fertilizer in the water stream in the most practical and uniform manner possible. The pipe is moved from one set to the next easily and economically. We operate day and night. The best proof of our satisfaction is that we now operate three complete sets of your sprinkling systems. Our first one delivers 750 gallons per minute. The next one deliveres 1020 gallons per minute. Our newest installation, powered with a 110 H. P. gas motor, delivers a maximum of 1900 gallons per minute, which enables us to rain 1 1-2 inches on 40 acres in sixteen hours."

Orval Stites, owner of Stites Berry Farms at La Villa and Donna, wrote as follows: "Just a few lines to let you know that our "Rainmaker" is working smoothly and is doing everything that we expected of it and, I might add, everything that you claimed for it. Of course, every detail in connection with this type of irrigation was gone into thoroughly before we made the purchase. We have found your "Champion Pipe" to be very practical and believe will prove to be very durable. We have found the equipment very effective and convenient in applying fertilizer. Although we have not used the equipment a sufficient length of time to determine its effect on the water table, we are confident that it will materially lower it. Light and frequent surface irrigations are much preferred to heavy and less frequent surface irrigations. If at any time we can be of assistance to you, do not hesitate to call upon us."

On Onion Field

And here is the opinion of Gorman Fox, proprietor of Fox Farms, Raymondville: "Whenever you have prospects interested in purchasing portable sprinkler irrigation systems, I shall be glad to have you show them my outfit in operation. It is doing a beautiful job of irrigating, and I feel very sure this type of irrigation will result in improved quality and yield from my onion crops. The application of water by the sprinkler system enables me to obtain better results with less water than is required for "flood" irrigation and leaves the soil in better condition. Flood irrigation causes the soil to pack, which necessitates cultivation to prevent cracking and loss of moisture, while sprinkling leaves the soil loose and in the same condition as if it had been moistened by a good rain. The washing of dust and insects from the onion tops seems to be a distinct benefit."

Some Prominent Users

Among the most prominent users of sprinkler irrigation systems sold by Rain Service are American Land Company of Texas, Harlingen; Brown-Williams Company, Mercedes; Engelman Gardens Association, Edcouch; Evergreen Farms Company, Elsa; Thomas Fairbairn, McAllen; Fox Farms, Raymondville; Fred L. Humphrey, Raymondville; Orval Stites, Donna; L. F. Lightner, Brownsville; Loop Brothers, Brownsville; Charles A. Messmer, Harlingen; W. A. Harding, Raymondville; Porter & Wentz, Inc., Brownsville; O. E. Stuart, Harlingen; Frank Hall, San Juan; Russell Plantation, Russelltown; Sams-Porter Corporation, Brownsville; D. J. Schwarz, Mercedes; Southern Floral Company, Linn; J. E. Garrett, Linn; A. N. Tandy & Sons, Los Fresnos, Wentz Farming Company, Brownsville; Adams Gardens Nursery Corporation, Harlingen; R & S Farms, Mercedes, and Mission Independent School District, Mission.

SPRINKLING — THE MODERN METHOD OF — IRRIGATING

OK — Champion
Light-Weight
Quick-Coupling
Portable
Irrigation
Pipe

◆

Latest Types
of
Improved Rotary
Sprinklers

◆

Crosses — Elbows
Tees — Caps
Eccentric Valves
Suction Valves
Flap Valves

JOHN E. OAKS
DISTRIBUTOR
Home 'Phone 1698 — Brownsville

ENGELMAN GARDENS ASSOCIATION
ORCHARD SERVICE DEPARTMENT

EDCOUCH, TEXAS

January 17, 1941.

Mr. John E. Oaks
Rain Service Company
Brownsville, Texas

Dear Mr. Oaks:

In the summer of 1939 Engelman Gardens Association purchased from you a portable sprinkler system which consisted of the light weight Champion four and six inch pipe with rotating sprinklers. This sprinkler system has given excellent results and it is being used to irrigate approximately three hundred acres of citrus and its usage has improved the condition of the trees and the land. A lessor amount of water is applied over the entire root area and to a depth in accordance with ones desire. This system has affected a saving in many instances of as much as from 30% to 40% of the irrigation water over the usual flood method of irrigation besides applying the water where it will be most effective. This is a practical and economical method of irrigation and the number of users of such a system will greatly increase in the Valley.

We wish to thank you for the personal service which you have rendered in connection with the installation, operation and maintenance of the system in order that we might secure the best results.

Yours very truly,

ENGELMAN GARDENS ASSOCIATION
ORCHARD SERVICE DEPARTMENT

BY: W. H. Hughes
W. H. Hughes, Farm Supt.

WHH:u

Let Us Plan and
Engineer an
Irrigation System
to Fill Your
Individual Needs

◆

Improve
the Quality and
Yield
of Your
Citrus and Vegetable
Crops

◆

RAIN SERVICE
GENERAL OFFICE
BROWNSVILLE, TEXAS
Maltby Building
Telephone
454

HAT MAKER

Handicraft Artists In Valley Area

SKILLS passed on for generations — many of them for centuries in Old Mexico — find their way to the Lower Rio Grande Valley in production of a great variety of handicraft articles.

Baskets, hats, trays, chests, needlework, furniture, boots — weaving, sewing, wood-carving — keep apt, nimble fingers busy.

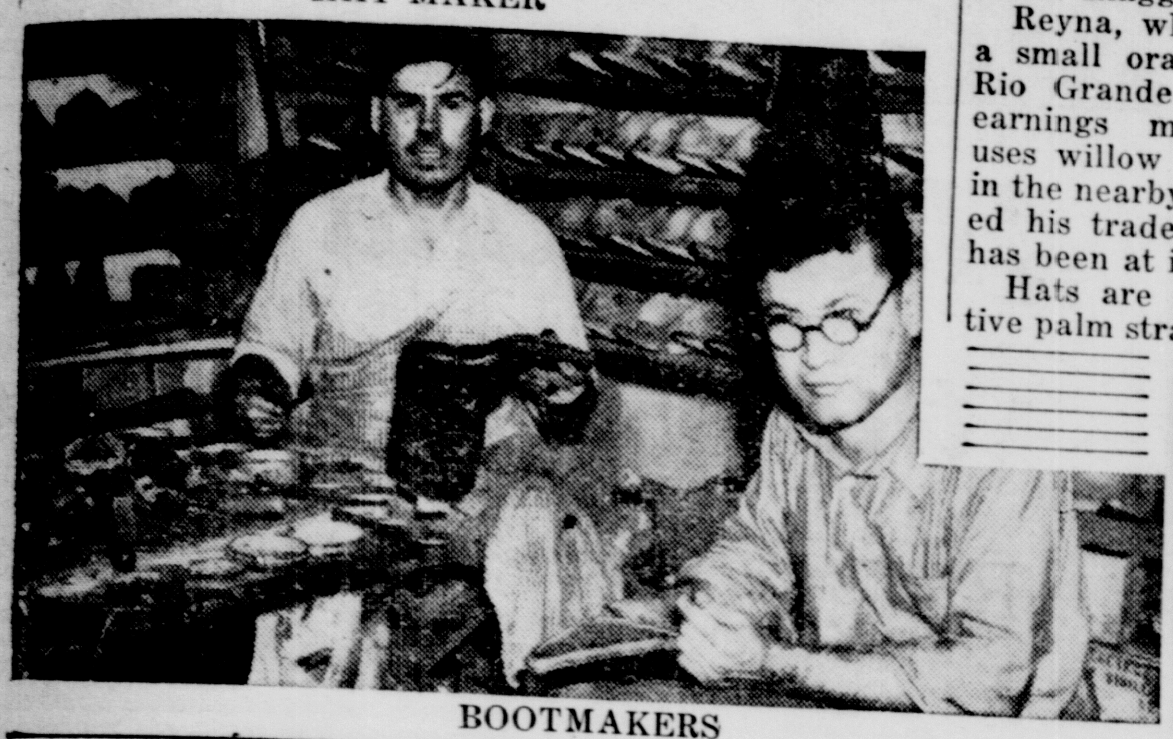
Typical of the craftsmen in the Valley are two in Rio Grande City—Mariano Rios, the woodcarver, and Damaso Reyna, the basket-maker.

Rios, like other wood carvers in this section, uses native woods for the chests, doors, chairs, picture frames, toys, beds, tables he makes. He produced some handsome carved doors for the Hotel Ringgold.

Reyna, who has acquired a small orange grove near Rio Grande City from his earnings making baskets, uses willow reeds, gathered in the nearby hills. He learned his trade as a boy, and has been at it for 45 years.

Hats are made from native palm straw.

BASKET WEAVER



BOOTMAKERS

WOODCARVER

For Your Health's Sake

Drink

TROPIC GOLD

Grapefruit Juice

ENERGIZING • SLENDERIZING

The pure juice of Rio Grande Valley Grapefruit, packed under the most sanitary conditions.

TROPIC GOLD PINEAPPLE JUICE

Also packed in our modern plant. Both leaders in their field

Christensen Products Corporation

Weslaco, Texas

RIO GRANDE ASPHALT COMPANY

Weslaco **M. R. Hufty** **Phone 922-F 14**

SERV-TEX MATERIALS COMPANY

Crushed Limestone and Asphaltic Concrete

We Stock 5 Types of Asphalt at all Times.

- **DRIVEWAYS**
- **ROADS**
- **PARKING LOTS**
- **TENNIS COURTS**

We are equipped with the most modern equipment for this work and maintain a crew of trained workmen, insuring a perfect job.

1000-Gallon Distributor for Hot or Cold Application of Asphalt or Oil.

Half Million Acres Served By Irrigation

With an investment well in excess of $30,000,000, about 30 irrigation districts in the Lower Rio Grande Valley have facilities for irrigating more than 500,000 acres of rich farm land.

The land now under irrigation covers more than 400,000 acres in a strip varying from 12 to 25 miles in width and extending from a point about 18 miles from the Rio Grande mouth to a point more than 100 miles up the boundary river.

Independents

In addition to the active major irrigation districts, there are more than 100 smaller, independent districts which serve approximately 30,000 acres.

More than 5,000 miles of canals and drains cover the Valley farm area. Of these, about 3,277 miles of main canals and main laterals distribute water. Nearly 1,000 miles have been concrete lined and more than 700 miles have been replaced with underground concrete pipe lines. The total includes 1,448 miles of drainage districts.

First Irrigation

Early settlers saw the Valley's possibilities with development of irrigation. Earliest record of irrigation in this region was that on a sugar cane plantation about nine miles east of Brownsville in 1876.

Major development of farming and irrigation, however, came after arrival of the first railroad in 1904.

Gravity Canal Assures Water

(Continued From Page Six

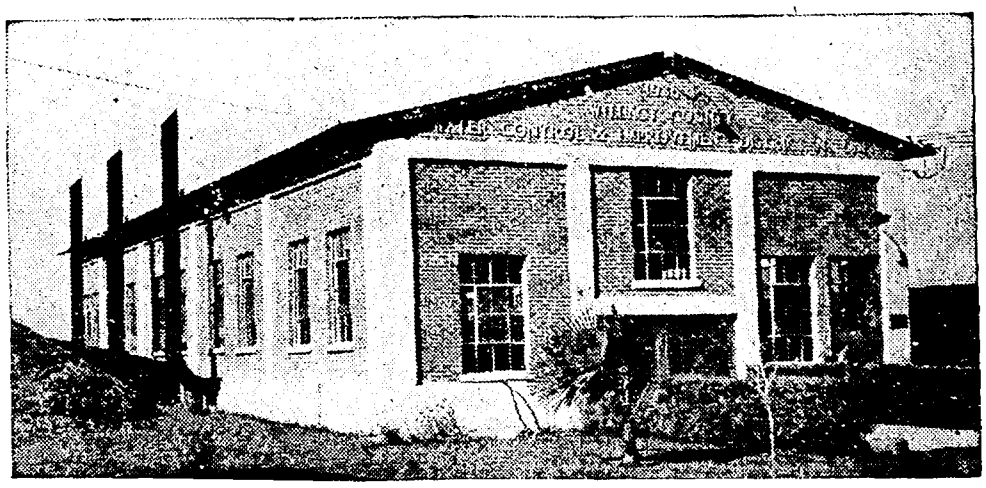
cipal irrigation use, will provide furnish quick regulation for fluc- storage for 90,000 acre-feet and will tuating water demand. A continuous embankment, surrounding a low undeveloped area near Mission, will form it.

The distribution canal, which will supply water to the various areas, will lead from the Mission reservoir to intercept and feed each district canal near its river pumping plant. This canal will be 67 miles long, concrete-lined throughout, and will have a 3500-cubic foot per second capacity at its source.

Supplementary storage will be provided to prevent future water shortages following the full development of the 583,000 acres under irrigation in the Valley. This will involve construction of reservoirs on the Rio Grande or the Devils River.

Benefits which the Valley will derive from the gravity canal system are estimated at more than $135,000,000.

Willacy Irrigation System, Valley's Newest, Ends County 'Dry Land' Era



WILLACY IRRIGATION DISTRICT PUMP HOUSE

* * * * *

WILLACY county has been lifted out of the "dry land" section by the Lower Rio Grande Valley's newest irrigation system.

The Willacy network is designed to irrigate approximately 75,000 acres and was constructed at a cost of about $5,000,000, with the aid of a Reconstruction Finance Corporation loan.

Diversifies Farming

It is regarded as one of the finest irrigation systems in the world.

Willacy county will be entering diversified farming on a large scale as a result of the new system. In addition to cotton, which has been the staple crop, and onions, Willacy farmers will soon have as great a variety of vegetables and citrus fruits as farmers of other Valley counties.

Diverted From Rio

Water or this new system is diverted from the Rio Grande at a point in Hidalgo county about one mile west of the Cameron county line. A pumping plant is located on the river. It has a capacity of delivering water at the rate of 600 cubic feet per second.

A 400-acre desilting basin has been constructed between the pumping plant and the flood control levees. The main canal extends from this desilting basin to the storage reservoir, along the Hidalgo-Cameron county lines to the Arroyo Colorado and along the line between the La Feria and Mercedes districts.

Flows Under Arroyo

The water flows under the Arroyo Colorado, the north floodway, three railroads and three paved highways in concrete tubes 11 feet in diameter. Secondary roads are carried over the canal by pile and timber bridges with earthen approaches. Capacity of the canal is 500 second feet of water.

Storage capacity is more than 30,000 acre feet.

Millions Go For River Control

(Continued From Page Six)

levees in perpetuity means that Uncle Sam wants to keep this region safe for good.

Growth Assured

It means, too, that he believes valuable property had been endangered before, and deserved protection, that the Valley is just beginning to develop, that its further growth is assured

The federal government entered the lower Rio Grande flood control picture in a big way in 1933. In February of that year a treaty was signed with Mexico, providing for construction of a system based on a flow of 200,000 second feet in the Rio Grande.

Work Started In 1933

Emergency work was begun in 1933, and the main construction job was launched in 1936. Since that time more than 15,000,000 cubic feet of earth have been excavated. Total excavations on the job will be around 22,000,000 cubic feet.

In addition, construction work has involved placing of about 10,000 yards of concrete, installation of 60,000 feet of river-bank revetment, building of numerous bridges, siphons and water control gates, clearing, grubbing and various other types of work.

Dual System of Levees

The Valley flood control project, unlike others in the country, calls for a dual system of levees. One is built on the Rio Grande itself. The other levees are built on both sides of the floodways, the channels which divert excess waters from the boundary stream.

The system starts at Penitas, above Mission, and goes to the mouth of the river, about 26 miles below Brownsville. The river length, because of its intricate meanderings, in that stretch, is 182 miles, about twice the highway mileage.

Two Diversion Channels

Two diversion channels, one at Penitas, and the other near the McAllen pump, enter the main floodway south of Pharr. The main floodway branches into two sections about 20 miles farther down, at a point near Mercedes.

There, by division levees, the flow is cut into two channels. One, capable of carrying 70,000 second feet, goes to the north floodway. The other, with a 50,000-second-foot capacity flow, goes to the Arroyo Colorado. Both empty into the Laguna Madre.

Mexico Takes Same Water

The Rio Grande itself, under the system, can carry 80,000 second-feet past Hidalgo. Below that point, Mexico has agreed to take out 55,000 second-feet. The river must have a minimum flow of 25,000 to 30,000 second-feet to prevent silting.

The river levees have been practically completed. Remaining construction is on the floodways. The main floodway is 38 miles long, the north floodway, 3,000 feet wide, is 35 miles long, the Arroyo Colorado 50 miles, and the Rancho Viejo floodway, an accessory channel with direct Rio Grande inlet, is 27 miles long.

Levees Compacted

The levees are from 10 to 20 feet high, 16 feet wide across the top. All the levees are "compacted," making this project one of the first big compaction levee systems. A compaction levee weights from 90 to 100 pounds per cubic foot, dry, while the "loose fill" type weighs from 60 to 65 pounds. The latter requires more maintenance. Top of the levees serve as an auxiliary road, especially convenient for federal officers on boundary patrol.

An Announcement

By Brough Canning Corporation

◆

THERE ARE many ways in whch to conduct a business. Some men conduct their business numbering their assets as cold, hard cash; others, their assets as property; and others their own single person as their greatest asset—their own ability to successfully operate in business. However, the history of business is that, while one man might conceive a vast enterprise, it is proven that its materialization is based on a foundation of the intelligence and faith of many men. Thus it is that practically every great enterprise in these United States is a corporation of an intricate maze of finance, property—but most significant —intelligent men themselves.

Brough Canning Corporation believes the true wealth of the land to be, in the final analysis, a thing of intangible intelligence, of courage and of mass initiative. To this end it is constantly seeking young men who will one day take positions with us. To this end also Brough Canning Corporation is prepared to award to three 4-H boys, not beyond their senior year in high school, one share each of its capital stock with a par value of $50 a share and to award them jobs upon completion of their education within the ranks of its organization. These young men will be chosen by merit of their ability to write an essay upon a subject to be later anonunced in The Brownsville Herald.

To those young men who are interested, we will be pleased to hear from them announcing their intentions to enter this competition. Our judges will be fair and impartial men of prominent positions.

R. E. BROUGH, President

Tyrrell & Garth, Inc.

Specializing in

- **Pink Grapefruit Segments and**
- **Grapefruit Juices**

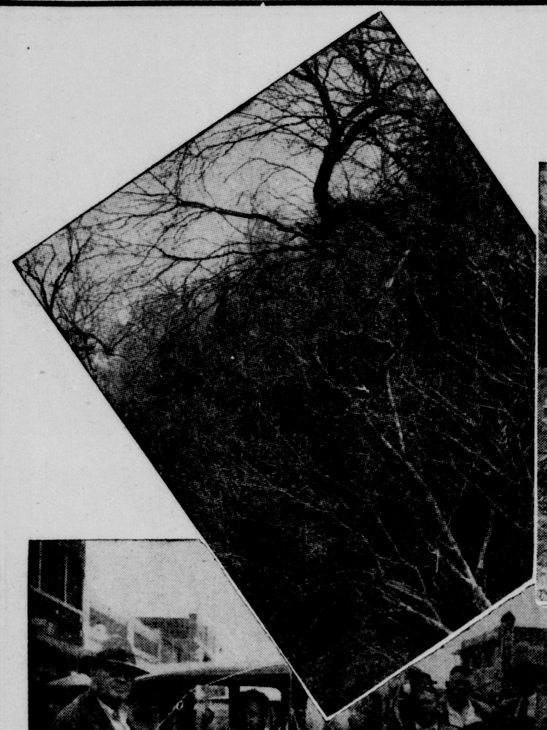
◆

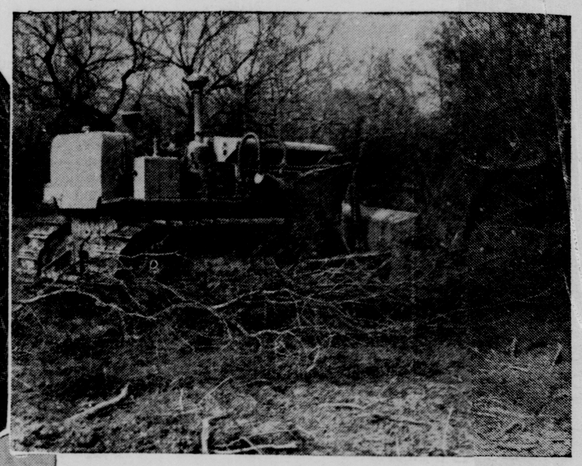
TYRRELL & GARTH, INC.,

MISSION, TEXAS

412 West 13th Street **Phone 99**

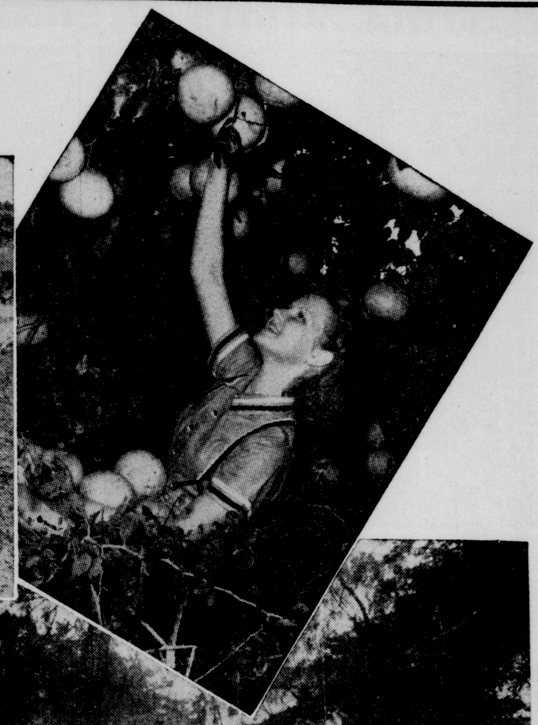
The Transformation





THE adjoining pictures portray the greatest modern orchard development in the Valley today, and one of the largest ever undertaken in a single block of acreage. It is the 5400-acre tract known as "Bentsen Groves." Three years ago practically the entire tract was virgin brush land, as shown in the first picture to the left. The adjoining picture shows the clearing of this brush land by modern machinery.

Today the Bentsen organization has converted this entire tract into flourishing orchards, one of which is shown to the right. This tract is being planted to Ruby Red Blush grapefruit, Hamlin and Valencia orsanges, which commands the highest prices. Returns from groves of these varieties have run well beyond $300.00 per acre this season, regardless of the general condition which is responsible for low prices on many other varieties of fruits and farm commodities.



Members of the Bentsen organization take time out from their vast citrus operations to enjoy hunting near their large land holdings. Above, a mornings shoot. Peter Bentsen in the foreground.

Above, scene at one of the many Valley golf courses. Below, Peter Bentsen and J. T. Nelson exhibit the results of a deer hunt in the Valley.

Health and Happiness Await You in the Valley of the Golden Grapefruit

ROMANTIC as is the story of the development of the Lower Rio Grande Valley, statistics are too dry to portray it interestingly.

Looking backward only a short span of years, we find a little old steamboat tugging along the banks of the river to bring its scant cargo of provisions for the handful of people who made a precarious livelihood in raising livestock.

As a matter of sheer necessity the early settlers raised some of the feed that was necessary to take care of their herds. The infrequent boat service made it necessary to raise food for domestic needs.

Water was taken from the Rio Grande River to pour onto the lands to make crops. From the crude ditches started the nucleus of the great irrigation system that was to create a vast agricultural empire.

The railroads soon saw the possibilities of large tonnage for northern markets, and two transcontinental railroad systems finally came into the Valley.

Cotton was king in those days, and the rich soil and warm climate combined to give large yields and early harvesting. The soil-silt deposited from the Rio Grande River over many centuries—was soon found to be adaptable to citrus culture.

Grapefruit, raised successfully in only a small area of the country, matured early, with fine texture, juicy, and a delicious flavor. Oranges were found to be superior because they were more tender and juicy, and had a better flavor.

From the north came the money for development. Large tracts of land were cleared to plant orchards. Railroad lines were extended; irrigation systems expanded, and soon the orchards started to produce new wealth for further development.

Added to the citrus development came tremendous acreage in winter vegetables. Strawberries could be raised for the Thanksgiving table; tomatoes, cabbage, onions, carrots, beets and a score of other crops, far in advance of any other section of the United States.

Oil was discovered and several large fields were opened up, bringing with it pipe lines, refineries and many important industrial plants. Two great ports were developed to take cargoes of cotton, oil, canned foods, and the many products from the soil and factories to the ports of the world.

With this process of development came modern communities to serve the ever-growing population. Today, twenty thriving cities and towns are scattered along the sixty-mile length of the Lower Valley. More than 300,000 people are proud to call the Rio Grande Valley their home. The progressive spirit of the citizenry is reflected in the fine type of homes, gardens, schools, churches and the cultural activities.

The climate that gave the Valley such fine agricultural crops appealed to residents of the north who sought sunshine and warmth during the severe winters. Fishing, hunting, golfing, the lure of romantic Mexico, and the countless other sports that could be enjoyed have created an entirely new industry—the winter tourist. Cool gulf breezes and the sports that only the seashore can offer has brought other visitors here to spend the summer.

And so today with 250,000 acres under cultivation producing millions of dollars in citrus crops, other millions in vegetables, cotton, oil, livestock and many lines of manufactured products, the Valley is only at the beginning of its development—already known as the most rapid of any section in the United States.

Fishing in the Rio Grande Valley is better than any place in the United States. Above, some Tarpon caught in the gulf, off the mouth of the river. Below, Tarpon, Marline and Sailfish caught in the internationally famous Port Isabel Rodeo.

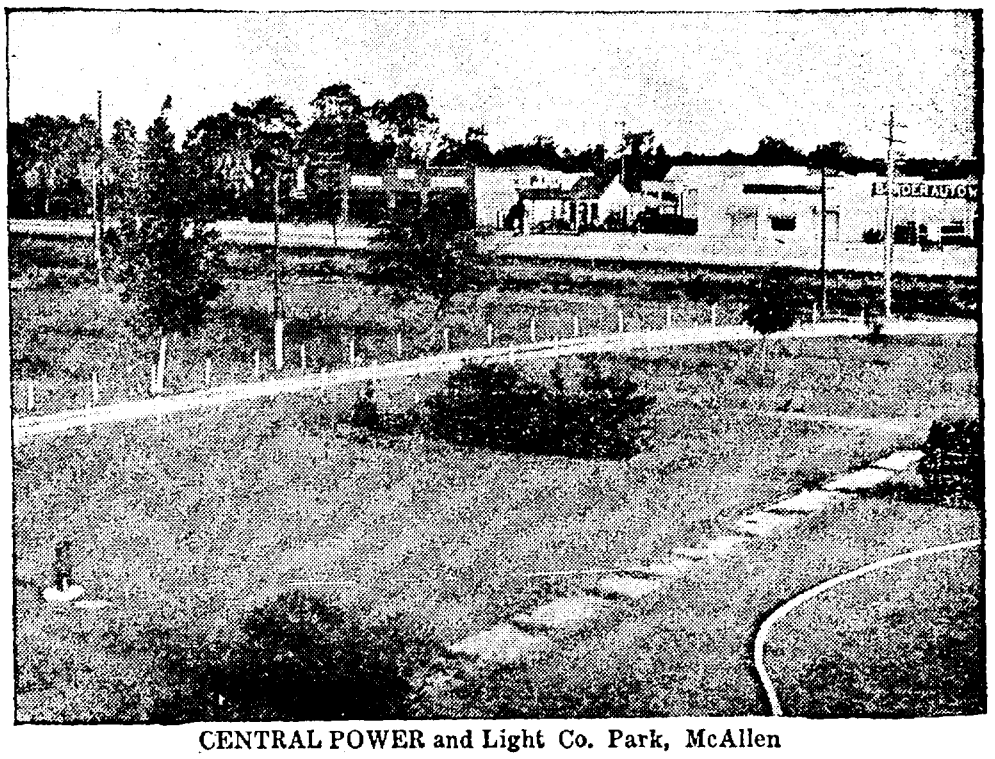
Some Pretty Valley girls enjoying the surf on the gulf, where cool breezes blow.

Beauty Plus Utility Mark Rio Grande Valley Development

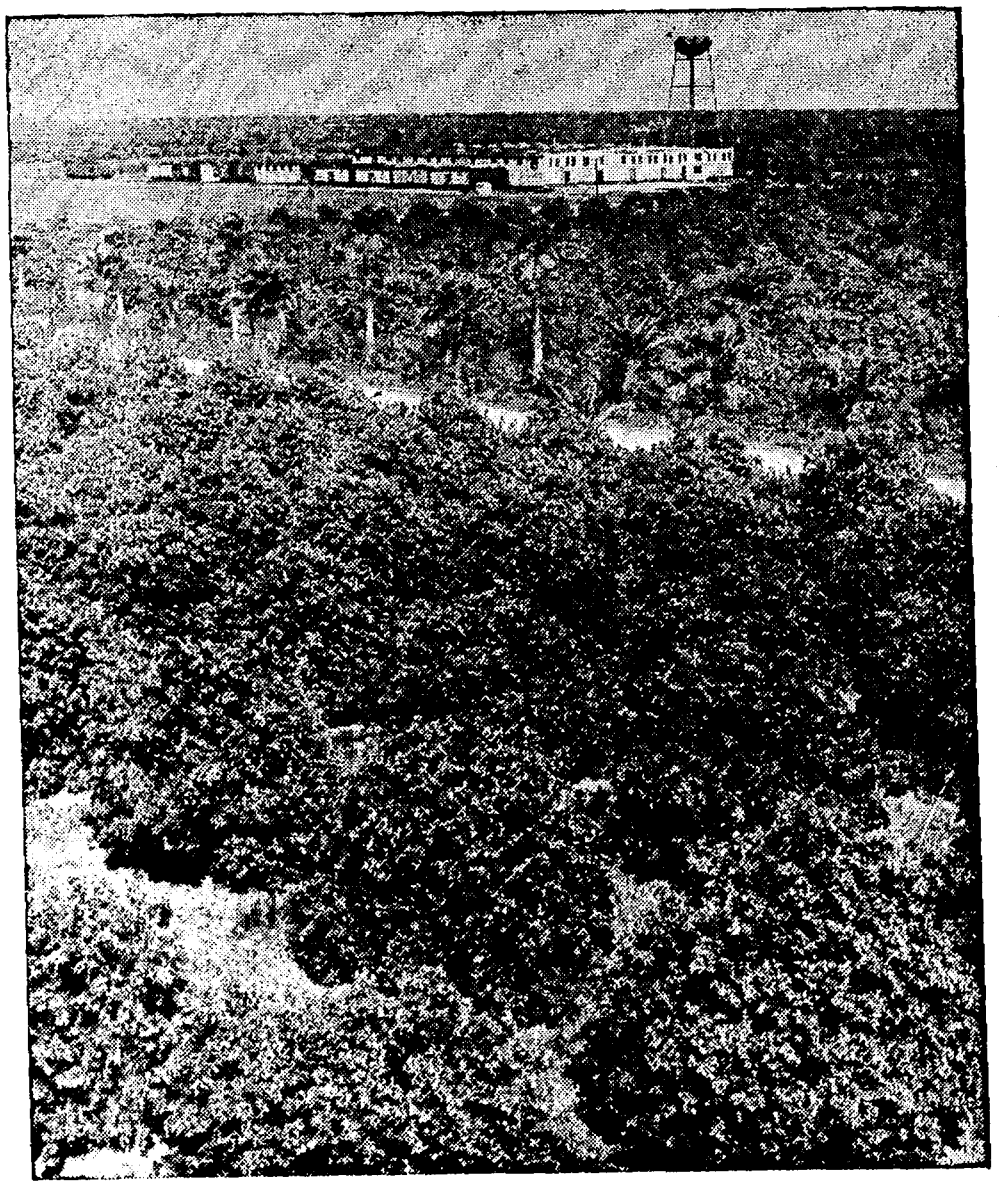
Well-Rounded Development is the key to the Valley's steady growth. This favored section of Texas is building a permanent economic foundation in a setting of nat ural and man-made beauty—'A Place to Work and a Place to Play.'

THE ONLY metallic pectinate plant in America will soon be in operation in the Lower Rio Grande Valley. It is pictured above during final stages of construction at McAllen. The plant will use grapefruit peel, converting it into metallic pectinate, a bacteria-destroying compound for use in preservation of foods and for medical purposes. Another important industrial unit in the Valley, Engelman Gardens, near Edinburg, is pictured at right. In addition to growing and packing fresh citrus fruit, the plant produces canned grapefruit juice, pioneering in packing of the "nickel can" that has become a favorite beverage. The other photographs show a palm-lined street and the Central Power and Light Company park at McAllen.

METALLIC PECTINATE PLANT, McAllen



CENTRAL POWER and Light Co. Park, McAllen



VIEW OF ENGELMAN GARDENS, Edinburg, and Packing Shed

Take the Question Out of Planting

DEMAND CERTIFIED

GRO-RITE SEEDS

It's no simple problem—figuring out what crop returns will be. Too many questions . . . and your answer to them can affect crop quality and quantity.

Fortunately, there's no question in planting. Experience of Valley growers who year in and year out harvest better-than-average crops, solves that definitely.

The answer in one word is . . . GRO-RITE Seeds!

Ask Your Local Dealer

Ellis-Baxter Seeds, Inc.

Phone 374 Weslaco, Texas

Patrols Along Highways Boost Valley Safety

CALLING ALL CARS
U. S. Border Patrol Transmitter

GROUP OF TEXAS RANGERS

U. S. BORDER PATROL HORSE TRAILER

Clean Record On Crime Is Valley Boast

THE Valley is a safe place to live.

Combined strength — and co-ordinated — of numerous law enforcement agencies help to give this section one of the cleanest crime records in the state.

And that's an achievement, because it was not many years ago that the land along the Rio Grande was a haven for "tough hombres" of the wild and woolly stripe.

Watched 24 Hours

Besides the city police forces in every one of a score or more communities, four county sheriff's departments, and a Texas Ranger station, the Valley is constantly patrolled by federal immigration and customs men and the state highway patrol.

All roads in the Valley, as well as the Rio Borderline, are watched 24 hours a day, discouraging activities of professional criminals because of slender chances of escape.

Use Radio Cars

Most of the law enforcement agencies operate radio patrol cars which are kept tuned to the U. S. border patrol station at McAllen and the Brownsville police radio station.

The Valley border patrol headquarters at McAllen, has an authorized personnel strength of 105 men, with 13 field stations, at Brownsville, Harlingen, Mercedes, Weslaco, McAllen, Mission, LaGrulla, Rio Grande, Roma, Edinburg, Raymondville, Falfurrias and Kingsville.

With 36 high-power cars, including some two-way radio equipped vehicles, the border patrol's mobility makes it possible to mobilize 100 men at a given point within a short time.

Horses On Trailer

For work in the brushlands the McAllen border patrol station has two horses, conveyed on highways in a trailer, and then mounted for duty in terrain inaccessible by auto.

Eight state highway patrolmen, with a captain and a sergeant, guard the Valley's highways. Their duties are chiefly in connection with traffic, but they frequently aid other agencies. State highway headquarters for the Valley are at Harlingen.

Six cars, all equipped with radios turned to the Brownsville police and McAllen border patrol transmitters, are used by the state highway patrol. The Valley station also has motorcycles for use on special occasions.

Laredo headquarters of the U. S. border patrol has been equipped with an autogiro, available for service in the Valley.

Valley Icicle Made History

Icicles in the Valley!

It sounds incredible, and nobody traveling along the palm-lined highway would think it possible.

Such an event is rare enough to make news. It did make news in 1902-1903, according to a story told by William Briggs, founder of McAllen.

"We stopped at Armstrong, north of Harlingen," Mr. Briggs said on a visit to the Valley, and an icicle a foot thick and 10 feet long hung from the water tank. Apparently the winters now are nothing like what they used to be. The tremendous growth of the citrus industry is proof enough that the Valley winters are really mild."

SPARKLE and
GOLD COAST BRANDS

Representing the Finest in Texas

GRAPEFRUIT--ORANGES

Sparkle Brand Grapefruit Juice — Truckloads or Carloads

Brown-Williams Co.

Long Distance Phone 1

Mercedes, Texas

Experiment Station Valuable Aid To Growers

Costly Errors Often Avoided Through Study

INSURANCE against mistakes.

The farmer can't buy any such ironclad protection. But the Valley grower gets the next best thing to it through the Valley Experiment station.

The station, located at Weslaco, has for some years been conducting tests on fruits, vegetables, plants, trees, and shrubs, to determine which are suitable for Valley conditions, which varieties are best, and what care they need.

W. H. Friend, director of the station, recalls that one man plunged $60,000 into a crop without determining if the seed he had used on a farm up north would thrive in the Valley. It didn't. He told the station about it later. They could have told him before.

120-Acre Site

The Valley station was established, by an appropriation from the Texas Agricultural and Mechanical college, in 1923, on a 120-acre site midway between Weslaco and Mercedes. More than half the land cost was contributed by citizens of Mercedes and Weslaco.

Mr. Friend superintended clearing, fencing, grading and laying out of the station. A 10-acre grapefruit orchard was bought with the site. Besides information on growth and production, the trees contributed a good bit of revenue. Prof. A. T. Potts was technical adviser and aided in formulating the first research program.

The Valley station was intended primarily for study of commercial citrus production, as well as vegetable crops. The program has been steadily enlarged because of the diversified development of agriculture in the region.

Varied Work

Varied nature of the work under way at the station is revealed in the annual report. Some of the headings show: citrus variety adaptability tests; citrus fertilizer trials; progeny studies with citrus; citrus orchard reclamation; protection of pruning wounds; cold storage studies with citrus; fruit washing and wrapping; citrus improvement by breeding; citrus orchard heating; citrus wood decay investigations; citrus chlorosis; citrus variety description and utilization.

Vegetable crop experiments included: bean variety trials; cabbage variety trials, on three soil types; sweet corn varieties for canning and freezing; pea variety tests; potato variety tests; soil improvement studies for beets, cabbage, potatoes tomatoes; tomato variety tests; fertilizer tests with tomatoes, potatoes, cabbage and beans; tomato breeding work, and adaptability tests with vegetables of minor importance.

Field experiments have been conducted with papayas, dates, avocadoes, strawberries and ornamental plants; cotton, castor bean, soy beans, flax, oats, wheat, barley, alfalfa, clover, sorghums

An important part of all work is protection of plants from insects and parasites.

LOWER RIO GRANDE VALLEY EXPERIMENT STATION ENTRANCE NEAR WESLACO

By-Products Laboratory Develops New Crop Uses

AIMING at obtaining as full use as possible from vegetable and fruit products, the Lower Rio Grande Valley by-products laboratory at Weslaco is paying growers long-range dividends.

The by-products laboratory was established with J. L. Heid, chemist, in charge, for the United States department of agriculture bureau of agricultural chemistry and engineering.

The laboratory investigates ultization of Texas fruit and vegetable crops by canning, freezing, drying, fermentation and recovery of constituent products. It also studies methods or disposing wastes and residues which result from processing.

In developing and demonstrating methods for using perishable crops, the laboratory seeks to provide growers with facilities for disposing of grades unsuited for shipping, and for stabilizing markets by diversion of surpluses.

Some of the products with which the laboratory has successfully worked:

Citrus fruit juices; citrus wines; marmalade; spiced pulp butters; candied fruits; blends of citrus and vegetable juices; grapefruit carbonated beverage bases; fruit and vegetable cocktails; papaya, fig, date, berry, melon, grape, peach and apricot products; vegetable canning and freezing; tomato juice and catsup.

ORANGE SAUCE

Orange sauce for roast duck has long been a favorite in France, and so has the cooked orange compote. Citrus juices are also used in cocktail sauce for shellfish.

New Spuds Okeh For Valley Area

A high-yield, readily marketed potato has been introduced in the Valley, and is giving growers excellent results.

The new variety, developed by the United States department of Agriculture, was first tried at the Valley Experiment station at Weslaco.

Known as Chippewa, the new variety produced 375 bushels to the acre, according to W. H. Friend, director of the Valley experiment station.

The Chippewa is a high quality Irish potato, has a thin, smooth skin, which requires only scraping rather than peeling.

It is especially in demand for potato chips, because of its thin skin and because its relatively high sugar content makes the chips golden brown.

The Chippewa was produced by crossing a high quality domestic potato with the wild stock of Peru, the potato's native habitat.

Our Service at Your Command!

We will submit plans for your plant, install the equipment and turn it over to you ready to operate. We will redesign your present plant and install modern equipment and show the advantages of such a move. Estimates on any type of packing house, processing, and canning plant equipment gladly given without cost. Come by and discuss your plant operation problems with us.

PROCESSES: COLOR-ADDED, FLAVOR SEAL

PACKING HOUSE EQUIPMENT

Accessories and Supplies

Complete Line of **BEAN** SPRAYERS DUSTERS

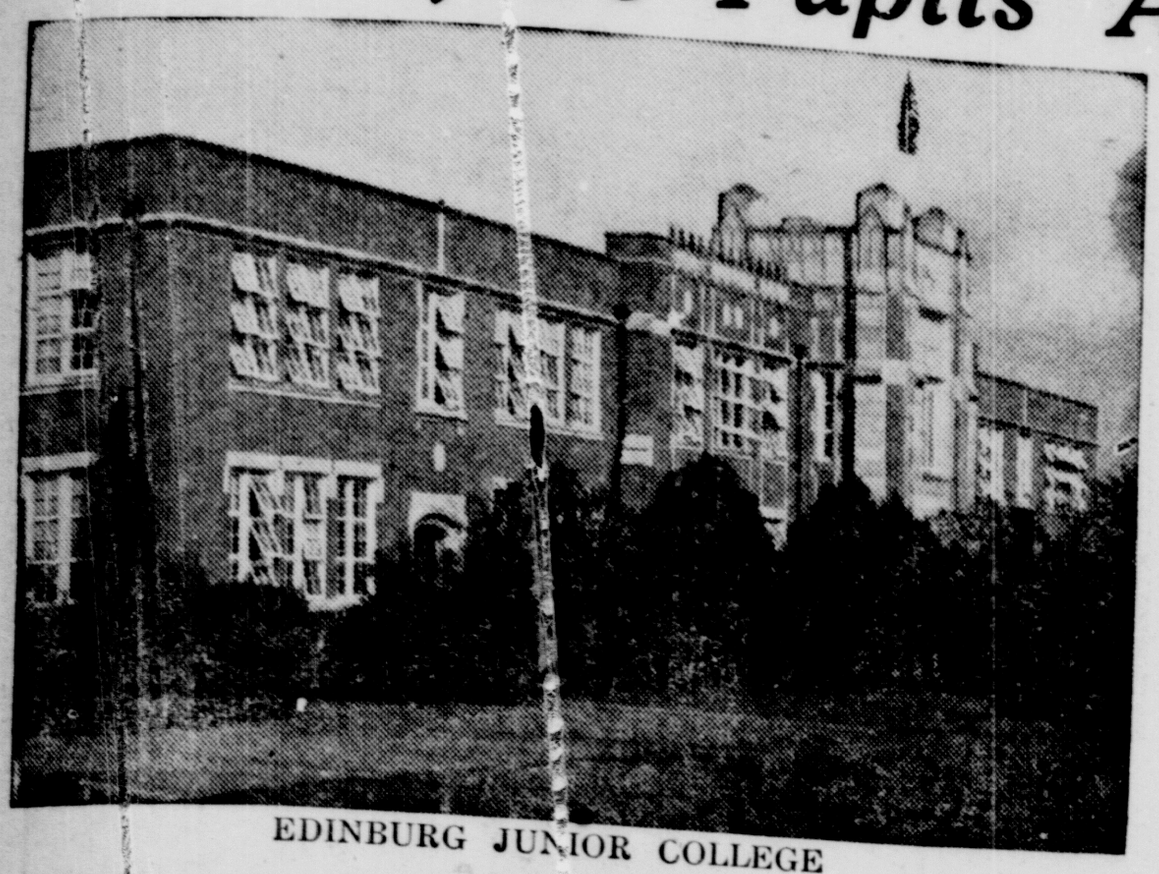
CANNING PLANT EQUIPMENT

And Full Line of Supplies

Food Machinery Corporation

TEXAS DIVISION — HARLINGEN, TEXAS

Over 60,000 Pupils Attend Valley Schools



EDINBURG JUNIOR COLLEGE

BROWNSVILLE JUNIOR COLLEGE

PRIMERA RURAL SCHOOL

M'ALLEN HIGH SCHOOL

Naturalist's Paradise In Valley

The Rio Grande Valley is a naturalist's paradise.

Plant and animal life, some of it unique in this country, have been studied and continued to be studied by botanists, zoologists, entomologists, biologists, and other scientists.

Numerous native shrubs and trees abound throughout the region. Famed among naturalists is the widely known natural palm grove near Brownsville, believed to be the only native palm grove in the United States.

On Green Island, in Laguna Madre, is a 40-acre bird sanctuary founded by the Audubon Society of America. There, birds from both continents can be found.

Rare forms of marine life are found in the many bodies of coastal waters in the Valley. Besides the rare specimens, many more common varieties of fish and other salt and fresh water life are found here under conditions favorable to a study of their habits and development.

The brushlands in the Valley teem with animals and birds in their natural surroundings.

Development of the Valley's citrus and vegetable industries has brought entomologists to study insects that prey on crops, and many valuable contributions in this field have come out of research in this section.

GRAPEFRUIT BREAD

Gaining favor throughout the Valley is grapefruit bread, made from Valley grapefruit. Eight gallons of grapefruit juice are used to a barrel of flour. The bread is said to keep fresh longer, and will not become moldy.

Educational Plants Among State's Best

MORE than 60,000 pupils attend Lower Rio Grande Valley schools.

With investments in land, buiding and equipment estimated at a total of $10,000,000, the Valley's school systems are among the finest in Texas.

Junior Colleges

Two junior colleges—one at Edinburg and the other at Brownsville—round an educational system which includes kindergartens, rural schools, urban grammar schools, and high schools.

The Valley's scholastic population, sonsidered as a unit, ranks next to that of the three largest cities in Texas. Hidalgo county, with 31,252 scholastics, ranks seventh among Texas counties. Cameron has 22,499, Starr county 4,092, and Willacy 3,267.

Some of the common school districts have no local school taxes and no bonded indebtedness.

Bus Service

For residents of rural areas where schools provide only classes in the elementary grades, an excellent bus service is maintained, calling for and returning pupils to their homes.

Athletics play an important role in the Valley's school life. Physical education classes are available in all the schools, and every community engages in football, basketball, volleyball, tennis and other sports, under the organization set up by the Texas Interscholastic League.

School Bands

Some 20 splendid school bands are eloquent evidence of the progress made in this field. Valley students also take part in debate, declamation, essay writing and other similar events climaxed annually by state tournaments at Austin.

Because of the large rural population of the Valley, schools in this section have made plans for vocational education, to supplement the standard curriculum, aiding pupils in preparation for occupational activities. Music, homemaking, agriculture, commercial and trades subjects are taught.

New Type Orange From Holy Land

From the Holy Land has come a variety of orange which is turning out to be one of the best producers in the Valley.

It is known as the Jaffa or Joppa, and is a seedless fruit.

Since the beginning of the citrus industry, growers have been trying to find a suitable type of seedless orange.

One of the best, in addition to the Valencia, is the Hamlin. Principal objection to the latter is that it tends to dryness.

Several Valley growers now producing the Jaffa declare it is superior to the Hamlin, does not tend to dryness and has a fine external texture.

McCULLOUGH BOX & CRATE CO.

CRATES BOXES BASKETS

◆

A Complete Line of

GROWERS & SHIPPERS SUPPLIES

Including

- Packer's Gloves
- Ice Tools
- Raffia
- Cellophane Wraps
- Miniature Boxes
- Fancy Baskets

TELEPHONE 108

Pharr Robstown

1912 T. R. RIGGS NURSERY 1941

Between Mercedes and Weslaco

Largest assortment of semi-tropical plants, Shrubbery, Evergreens, Junipers, Cypress, Arbovitaes, Shade Trees of all varieties. Continuous rose bush sale—best value ever offeed—see them. Gold Fish of all varieties and sizes from one inch to eight inches. Cocos Plumosa Palms, the coming palm for the Valley. Three foot Crepe Myrtle, four colors, dormant bare root, only fifteen cents. Large Easter Lily bulbs and Easter Lily plants six inches high. Double Poinsettia plants ready Feb. 15, only fifteen cents. Red Acalypha plants. All kinds of pot plants. We have the largest greenhouse in the Valley. Gladiola bulbs ten cents per dozen.

Cut Flowers At All Times

Farmers, Remember

That two or three acres of land carelessly prepared for winter crops will yield less than one acre given adequate attention, especially in the matter of fertilization.

Now is the time, above almost any other time in the year, when the soil in your fields needs a sufficient supply of plant food—of the right kind.

For a long time we have been studying the requirements of different types of Lower Valley soil. We have the fertilizers that will bring profits.

IT PAYS TO FERTILIZE

Consult us

A. N. Tandy & Sons

(PORT FERTILIZER CO.)

Los Fresnos, Texas Phone 11

Widening the Market for Valley Produce

★

Atlantic Commission as a distributor of Texas fresh fruits has a direct and sincere interest in the progress of the Rio Grande Valley . . . and is glad to be a part of its business life.

Many of the Valley's growers have entrusted Atlantic Commission with the vital job of finding markets for their fresh fruits and vegetables. The extent to which we participate in the marketing of Rio Grande Valley crops is evidenced by the fact that tonnage volume has been steadily increasing.

Atlantic Commission handled upwards of 4000 cars of fresh fruits and vegetables from the Valley in 1939. This tonnage had a value at destination market of $3,800,000. The company's citrus fruit sales alone in 1939 amounted to approximately 1900 cars. This was considered an excellent showing for it represented an increase in the citrus volume of from 25% to 50% over any previous year. But 1941 is already running even better! Sales of Texas citrus are up 24% and show evidence of climbing even higher! A wide market is afforded for this large volume of produce. Some of it goes as far as the Eastern Seaboard and New England.

Through directness and efficiency our mass system of distribution provides a wide market with a minimum of in-between expense and spoilage. The market spread is pared and as a result the Valley growers receive a larger share of the consumer dollar. Moreover, we are always in the market for Valley produce. To you this means a dependable day to day outlet.

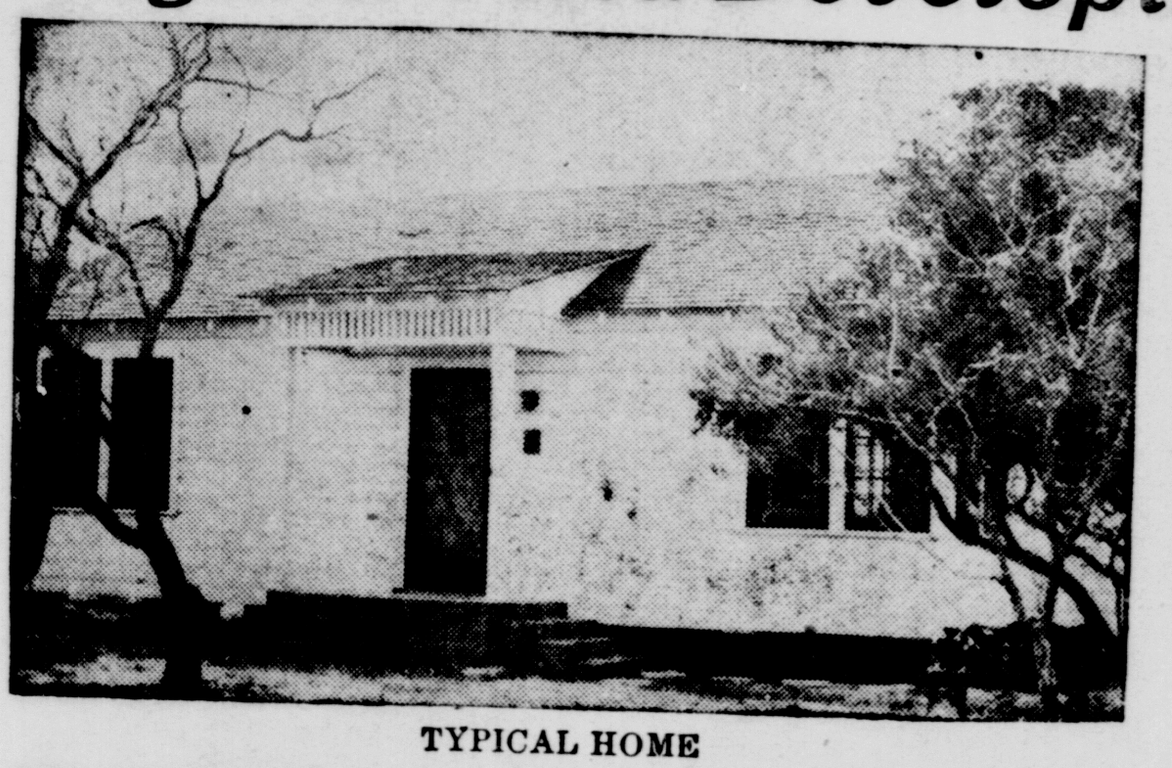
As important as these benefits are, we are particularly pleased over the fact that we have been able to widen the market for your products. This achievement has been attained through sound, low-cost distribution methods, coupled with an aggressive program of advertising and sales promotion and frequent national surplus crop drives.

ATLANTIC COMMISSION CO., Inc.

Affiliate of

THE GREAT ATLANTIC & PACIFIC TEA CO.

Laguna Vista Developing Valley Beach Resort



TYPICAL HOME

PLEASURE PIER

STREET AT LAGUNA VISTA

RESIDENTIAL SECTION

Mount Vernon Estate Grew Citrus Trees

Mount Vernon, George Washington's estate, grew some of the earliest citrus trees in the United States, it is revealed in Martha Washington's cookbook in the library of the Pennsylvania Historical society.

The book includes 24 recipes on use of oranges and lemons.

Citrus fruits in those days were rare. They were considered valuable, not only for their juice, but for the flavor of the peel.

Directions are given for preserving orange peel and for use of the peel in marmelade, in mince pie, orange candy, and orange biscuit and cakes.

Lemons were used for making wine, for pickling fish, for seasoning vegetables and flavoring roasts.

The book gives no hint that fresh oranges were eaten raw or that use was made of the juice as a beverage.

Mother Neff state park in Coryell county is named after Mrs. Isabella Neff, mother of Former Governor Pat Neff.

Residential Building On Boom There

DEVELOPMENT of Laguna Vista, high class residential and resort sub-division located on the famous Laguna Madre, was given impetus with the announcement that several new homes are to be constructed immediately.

Foremost among the houses to be built is one for Capt. and Mrs. R. L. Meredith, of Booten, N. J. The building, already under way, is to be of Spanish design, with nine rooms and three baths, aside from garage and servant quarters. It is located on a large site, facing the laguna.

Other Homes

Several other homes of six rooms and two baths are also to be started immediately.

Embracing 3,000 acres, Laguna Vista has a frontage of four and one half miles on the Laguna. The land is almost perfectly level, high in elevation, sloping gently toward the water's edge. It borders state Highway 100 and is close to Port Isabel.

Parks And Playgrounds

With several large areas set aside for parks and playgrounds, the beauty of the property is further enhanced by gracefully curved streets, the main thoroughfare being divided, with a park in the center.

Laguna Vista was designed not only as a year-round residential community to appeal to those who desire the benefit of the cool Gulf breezes in the summer and the warm winter climate, but also for vacationists and tourists. Among the facilities provided for the entertainment of visitors and residents are tennis courts, archery range, shuffle-board, croquet grounds, sail, fishing pier and sail-boating.

New Projects

Among projects contemplated for the immediate future is a cottage city, tourist courts and a modern cafe, specializing in sea foods.

Famous for its fine fishing and boating, Laguna Vista is known all over the south. With accommodations for visitors it is expected that a large resort development will follow.

Adjacent to Port Isabel, where the world-famous fishing rodeo is held each summer, sportsmen have evidenced a keen interest in the high type Laguna Vista development. Though located by the Gulf, the community is the closest beach resort to the center of the lower Valley. Golf, hunting, horseback riding and other outdoor sports are available close by.

Development Company

The Roloff Development company is headed by R. W. Roloff, executive of a large radio tube manufacturing company in New England for the past fifteen years. Mr. Roloff has been highly successful in his manufacturing enterprises. Associated in the development project with Mr. Roloff are his two sons, R. F. Roloff and A. C. Roloff. Both are engineers and construction experts, having large interests in Kirkwood, Missouri, where they have been in business for many years.

A. C. Roloff arrived from Kirkwood recently to take active charge of construction activities on the property. He has just completed an attractive new home on Santa Isabel Boulevard at Laguna Vista.

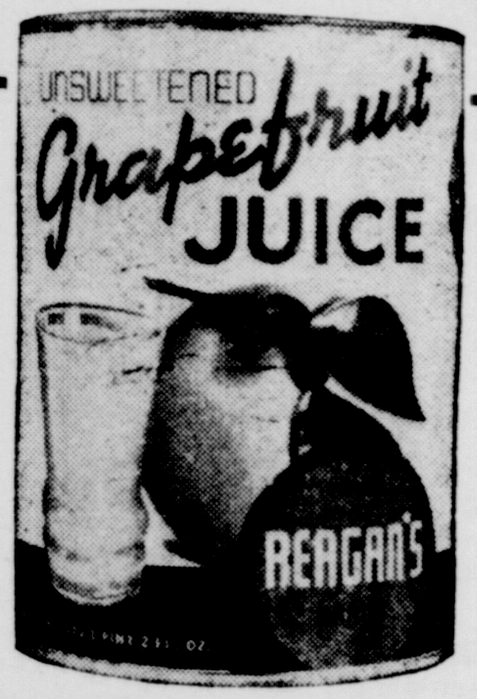
J. M. Kessler, of Oklahoma City, was recently appointed selling agent for the property.

Terracing Projects Started On Ranches

Terracing demonstrations have been established on Valley range lands to show that this type of conservation is valuable for brushland as well as cultivated acreage.

Two major demonstrations set up are those on the Henry Goedrich farm and the 700-acre Milton West ranch in western Hidalgo county.

The terracing not only conserves rainfall, but permits the land to shed excess water and in time is expected to result in resodding of large tracts of bare pasture land.



I've opened the gate and turned out the cow,
I get my vitamins from a fruit tree now.
Use grapefruit Juice instead of cream;
Breakfast becomes a beautiful dream.
All the vitamins in the health-food roll,
Are now contained in the cereal bowl.

Grapefruit Juice tunes your stomach; adds flavor;
Gives a plus appetite;
Makes you feel just about right.
Cheap in cans. No bottles to wash or break,
Use Grepefruit Juice for Health and Economy's sake.

Reagan Canning Company

Packers of Texas Quality Grapefruit Juice, Sauerkraut, Tomatoes
McALLEN, TEXAS
TELEPHONE 929

It's In the Bag
TEXO FEEDS

A feed for every feeding need under Texo, Green Ball or Charro brands. Made from the choicest ingredients.

Year-'round Cash Buyers for Valley Grain—at Top Market Prices

BURRUS FEED MILLS

Manufacturers and Wholesalers of Highest Quality Grain and Grain Products

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CROP DUSTING

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THE MODERN WAY—
FROM PLANES

•

Blackwell Flying Service

C. W. BLACKWELL

Phone 1253-J Harlingen, Texas

Chemurgy Producing Agriculture 'Revolt'

SHELLING VALLEY CASTOR BEANS

CHEMURGY is bringing about a form of agricultural "revolution" in the Lower Rio Grande Valley.

Crops designed for industrial processing are fast gaining headway, under stimulus of county agents, the Valley experiment station, the by-products laboratory, and the chambers of commerce.

Castor beans, soy beans and flax have already been proven adaptable to Valley conditions and are being produced in this section.

Successful experiments have been completed on growing of sweet potatoes for conversion to starch.

At the by-products laboratory in Weslaco, canning, freezing, drying, fermentation and recovery possibilities of fruits and vegetables have been tried and experiments continue to expand in scope.

Possibilities of chemurgic uses of cotton, grapefruit peel and juice hold special interest.

The establishment of a plant at McAllen to manufacture metallic pectinate with a derivative of grapefruit peel is the newest development in this field.

Frosted Foods Industry Grows

Developing fast as another important industry associated with the Valley's rich agricultural harvest is the frosting of fresh vegetables.

Increased demand for frosted foods in the consuming centers has led to experiments in numerous farm areas.

Success of the quick-freezing process in the Valley indicates further expansion of the industry in the near future.

Quick-freezing preserves field-freshness of vegetables, which have garden-picked flavor when de-frosted.

Farm Agents' Services Valuable

VALLEY agricultural life is kept at a high technical and social level through the efficient organization of county farm agents and county home demonstration agents.

Each county in the Valley has special offices and staffs to assist farmers in practical problems, to aid farm women in improving homemaking skill.

An important adjunct of their work is the farm youth movement, crystallized in the Four-H clubs for boys and girls, the Future Farmers of America and the Future Homemakers.

Agricultural problems are diversified in the Valley, because farming itself is diversified. Special problems arise in irrigated sections, different from those in the dry-land sections. Each county requires its own solutions, but in a number of instances the work can be co-ordinated on a Valley-wide scale.

Demonstrations are given regularly in cattle and poultry raising, terracing, contouring, seed selection, conservation of feed and food, diversification, home farm work, home gardens, agricultural engineering, crop rotation, trench silos and many on individual crops.

The work of the county farm and home demonstration agents actually means dollars put into farm pockets. Thousands of dollars are saved through improved farm methods and by preservation of foods, home handicraft work and better kitchen methods.

Women and girls make belts, wool pine, shoe racks, aprons, dresses, hooked rugs, braided rugs, quilts, pillow cases, curtains, tablecloths, napkins, table runners and numerous other objects.

Large varieties of foods are canned and preserved at Valley farm homes. Among them are snap beans, carrots, peas, tomato juice, corn, pickles, relishes, chow chow, jellies, grapefruit, chicken.

Four-H clubs maintain profitable projects including crop-growing, poultry raising, hog and cattle breeding, raising and judging.

Shipping Figures Show Huge Growth Of Valley

Shipment figures reveal the amazing growth of the Lower Rio Grande Valley as an important agricultural producing region.

When the Valley's development first began, shipments annually totalled in the hundreds of carloads. Today they are recorded by the tens of thousands.

In the 1907-1908 season, for instance, a total of 761 carloads were shipped. Included were 372 carloads of onions, 166 cabbage, 129 watermelons, eight lettuce and 86 of mixed vegetables.

Cabbage Movement Up

Cabbage soon developed into a major crop and in the 1923-24 season shipments of this vegetable reached an all-time high of 6500 carloads from the Valley.

Potatoes and green beans were later added to the truck crops and in 1918 the first carlots of tomatoes moved.

The 1921-22 season saw the beginnings of commercial shipment of citrus fruit with 15 carlots moved to market.

By 1940, citrus shipments had passed 25,000 carlots and vegetables shipped totalled approximately 20,000 carlots.

Grow In Winter

Because of the mild climate of the Valley, fruits and vegetables can be grown during the winter months and staple and feed crops in the summer. All this in addition to cotton, one of the staple crops of the Valley.

Among fruits and vegetables shipped from the Valley are the following: grapefruit, turnips, radishes, squash, tangerines, peppers, parsley, lettuce, endive, dill, cucumbers, cabbage, carrots, beins, oranges, lemons, beets, broccoli cantaloupes, dandelion, eggplant, escarole, onions, peas, potatoes, spinach, tomatoes, strawberries and watermelons.

Valley Weather Is Temperate Year-Round

Moderate year-round temperatures in a breeze-swept semi-tropical climate keep folks coming to the Valley for longer and longer stays.

Many who came as winter visitors, to escape the frost-ridden North, have remained as permanent residents, enjoying delightful year-round weather.

Records of U. S. Weather Bureau at Brownsville show an average mean temperature of 73 degrees over a period of 50 years.

During that same time, the average maximum temperature was 82 degrees and the average mean minimum temperature was 64 degrees.

Average annual rainfall is about 27 inches.

Valley Adding Soybean Acres

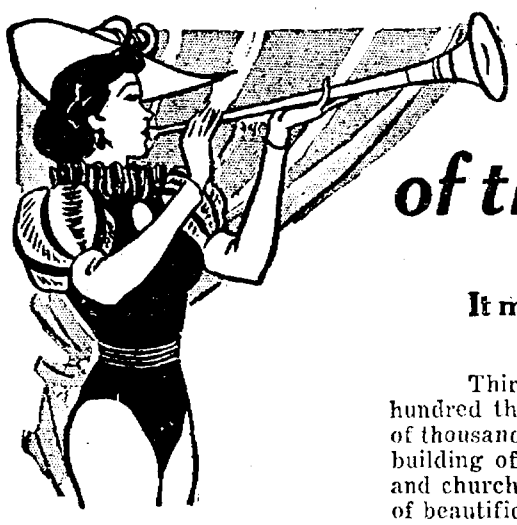
Stimulated by the Farm Security Administration and Valley cottonseed oil mills, growing of soybeans has been added to the already highly diversified Valley farm program.

The Farm Security Administration, bringing in a carload of soybeans, announced plans for plantings on about 7,000 acres in Hidalgo and Willacy counties.

In connection with the program, the Hidalgo County Farm Co-Operative association is to build a mill that can crush cottonseed, soybeans and flaxseed.

The soybean has been proven, by tests at the Valley experiment station, a satisfactory Fall crop for the Valley. Abundant yield of seed is obtained from the plant that matures in 90 days.

Soybean oil and meal are edible. The oil is used for shortening and other food products. The meal contains about 45 per cent protein. The crop, a soil-restorer, can be planted without affecting AAA quotas, is an excellent stock feed and has many industrial uses.



We Salute the Inauguration of the BOUGAINVILLEA TRAIL!

It marks the beginning of a new era in the Rio Grande Valley, the emergence from the Pioneering stage.

Thirty years of pioneering has produced a marvelous development, the clearing of five hundred thousand acres of land; establishment of more than twenty thousand farms; building of thousands of miles of roads and highways; planting of over six millions of citrus trees; building of twenty-four new and sparkling cities and towns with hundreds of modern schools and churches; two deep water ports; dozens of packing and canning plants, and now the era of beautification has arrived. Here can be created America's outstanding beauty spot as the soil, climate and diversification possibilities are matchless.

This firm lists among its leaders some of the Valley's earliest developers and these leaders are even more impressed with the possibilities along all lines today than they were thirty years ago. And, in the event you are interested in joining the Valley in its advancement, you'll find this firm's warm contacts today with individuals it has served over thirty years, all over the United States, an excellent assurance that any associations you may have with it will be satisfactory in every respect.

We are the exclusive liquidators of all the old Stillman Estate properties in Willacy County and in the City of Brownsville. Dry farming and irrigated land around Raymondville, Lyford and Sebastian at unequaled prices. A good piece of land is the best hedge against inflation and the safest investment possible. Get a piece of this good land and take care of it, and it will take care of you.

Contact with the Sea has built cities throughout all history without a single exception. Brownsville has recently made such a contact and it will become a large city, thus investment in its property now at present low prices is highly recommended.

Only responsible dealings solicited. We oppose and always have opposed wild promotions and exploitations. Our customer's interest comes first as our success depends on his success. His investment must be sound and safe.

SANTA ROSA, INCORPORATED

MALTBY BUILDING

BROWNSVILLE, TEXAS

Elmer G. Johnson, President

HARLINGEN, TEXAS

Sour Orange Is 'Mother' Of Grapefruit

The sour orange tree, which is highly decorative but produces fruit which makes lemons taste sweet, is the mother-tree for Valley citrus.

This tree has a sturdy stock, especially adaptable to Valley soil. This strength is imparted to grapefruit trees, giving them long life and stamina.

Procedure

Here is the usual procedure in production of grapefruit trees in the Valley:

Sour orange seeds are planted in beds. At the end of the first year, they are transplanted and at the beginning of the third year the grapefruit is budded on. After it "takes" and begins growing, the tree is transplanted to an orchard.

Peak Twelfth Year

Some trees produce a small amount of fruit after the third year and production increases gradually. Abundant crops are yielded by the sixth year. Peak of production is generally estimated at the 12th year.

Sweet oranges are also budded onto sour orange stock, the budding being done during the third year.

Valley Praised By Ernie Pyle

Among noted visitors who have written of the Valley is Ernie Pyle, Scripps-Howard newspapers' roving reporter. In a series of articles he had this to say.

"The Valley is a strip of richly irrigated fruit and vegetable land extending some 80 miles back from where the Rio Grande flows into the Gulf of Mexico, and varying from eight to 30 miles wide, northward from the river.

"This is where your famous pink grapefruit comes from. In this Valley live some 300,000 people. In it are a dozen and a half good-sized towns and innumerable crossroads settlements. In it are 22 newspapers, radio stations, good hotels, magnificent homes.

"The Valley looks like Florida, feels like Panama, sounds like Mexico, and acts like Missouri. Citrus news is the biggest news and the bigger papers have 'citrus editors.'

"The streets are lined with high straight palms; green groves border the roads for miles; patios and yards are draped with a tropical lushness of banana, papaya and bougainvillea.

"You distinctly get that feeling of another world. Coming south from San Antonio you drive through 225 miles of sagebrush—drab and endless — and then you suddenly pop right into the heart of this luxuriant tropical greenery."

Men Who Saw Valley Future Got Bargains

Men who early in the game saw the Rio Grande Valley's possibilities obtained land and built estates at prices which today would buy fractions of developed city lots.

The Young estate, for instance, began with $20.66, which John Young paid for a tract of 15,860 acres in 1855.

The King ranch got started on $4,000.

Another $188.20 added 118,807 acres to the Young estate.

Nearly 20,000 acres went to James N. Langstroth for $25.

In 1878, James Stillman bought 90,222 acres for $435.

The first migratory labor camp in Texas is located near Weslaco, Hidalgo county.

GIANT CLUSTER OF VALLEY GRAPEFRUIT

Prolific Lower Rio Grande Valley grapefruit trees yield not only the best fruit in the world, but in abundance. This cluster of 40 grapefruit is one of the largest recorded anywhere.

ORANGE GINGERBREAD

Over warm water, heat 1 cup butter, 1 cup molasses, 1 cup brown sugar, 1-2 teaspoon nutmeg, 1-4 teaspoon grated orange rind, 1-4 teaspoon grated lemon ring. Add 1 quart flower, sift again with 1 teaspoon soda. Mix well. Turn into greased and floured pan and bake in a moderate oven, or between 325 to 350 degrees, about 1-2 hour. When cool, cover with orange frosting.

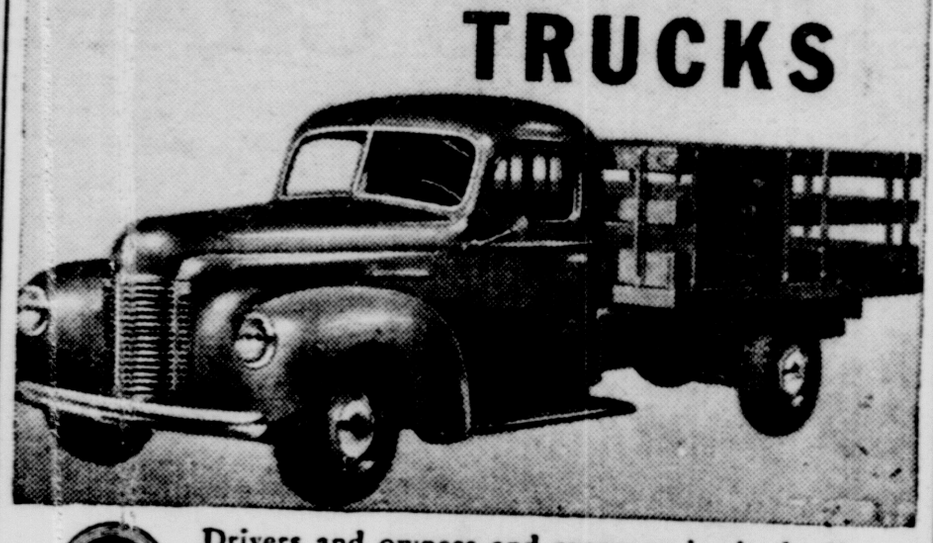
Texas Citrus Week Is Part of Fiesta

"Texas Citrus Week" is observed annually in the state during the height of the Valley harvest and usually coinciding with Mission's yearly citrus fiesta.

The first Citrus Week was proclaimed by Governor James V. Allred in 1935. Governor Lee O'Daniel has carried on the tradition with an annual proclamation.

SOME BRAKES! for Smooth Straight Line Stops!

THE NEW INTERNATIONAL TRUCKS

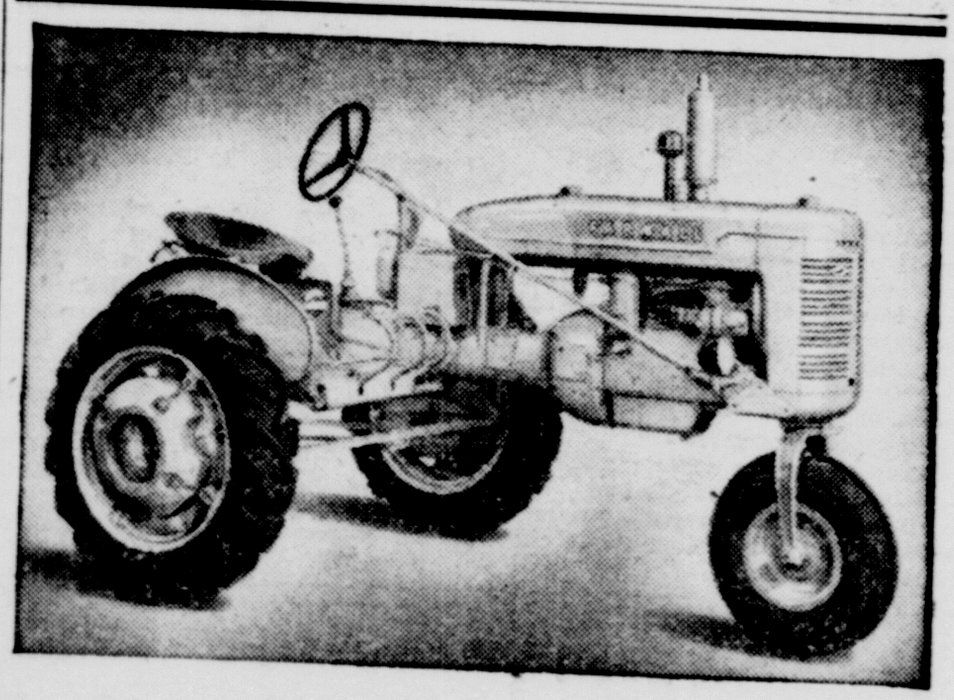


Drivers and owners and everyone in the hauling business are talking about the *New K-Line Internationals*—the better-than-ever, low-cost hauling champions! Try the new double-anchor hydraulic brakes . . . smooth, straight-line stops every time! No grab. Less heat. *New Safety!* Come in and see these new trucks. We'll gladly demonstrate.

We Also Sell FARMALL Tractors and Implements

WESLACO IMPLEMENT CO.

411 E. State Highway Weslaco



Let's Look at the Figures and See What You Get in the FARMALL-B

What do you get when you buy a McCormick - Deering Farmall-B Tractor?

Here are the specifications. Look them over and see if this new power partner measures up to what you want for your work:

ENGINE: 4 cylinders, 3-inch bore, 4-inch stroke. Engine R.P.M., under governor control, 900 to 1400. Replaceable cylinders. IHC magneto with automatic impulse coupling. Oil-type air cleaner. Oil filter with replaceable element. Fuel filter. 16-inch fan.

SEAT: Offset, featuring "Culti-Vision." You can see your work from where you sit—in comfort.

WHEELBASE: 74 inches; 7½-ft. turning radius (with wheels set to 66-inch tread).

GROUND CLEARANCE: 21 inches.

FORWARD SPEEDS: 2¼, 3⅝, 4¾, and 10 m.p.h. on 8-24-in. tires.

CLUTCH: 9 inches; brakes external contracting on differential drums, pedal-operated.

Doesn't that sound like a lot of tractor? We think it does. Better start thinking about a new Farmall-B for the coming year's work. Certainly wouldn't do any harm to come in and talk things over. You'll be surprised when you hear about the low price on the Farmall-B.

Aldridge-Washmon COMPANY

McCormick-Deering Farm Machinery—International Trucks

Brownsville San Benito Harlingen

TRACTOR PARTS

Complete Line New and Used — for All Makes at a Big Saving

LEHMAN'S

906 W. Harrison, Opposite Sears

HARLINGEN

Rio Grande Valley Is Nation's 'Salad Bowl'

Fresh Winter Vegetables Produced

THE Lower Rio Grande Valley is the nation's salad bowl.

Fresh winter vegetables roll annually in long lines of refrigerator cars from the Valley to the principal market centers.

Annual income of Valley farmers from the vegetable crops varies between $8,000,000 and $10,000,000, depending on price.

Cabbage is the leading product, among about 35 different vegetables, with tomatoes second. The low cost of cabbage production, plus fairly uniform yield on almost any type of soil keeps cabbage at the top.

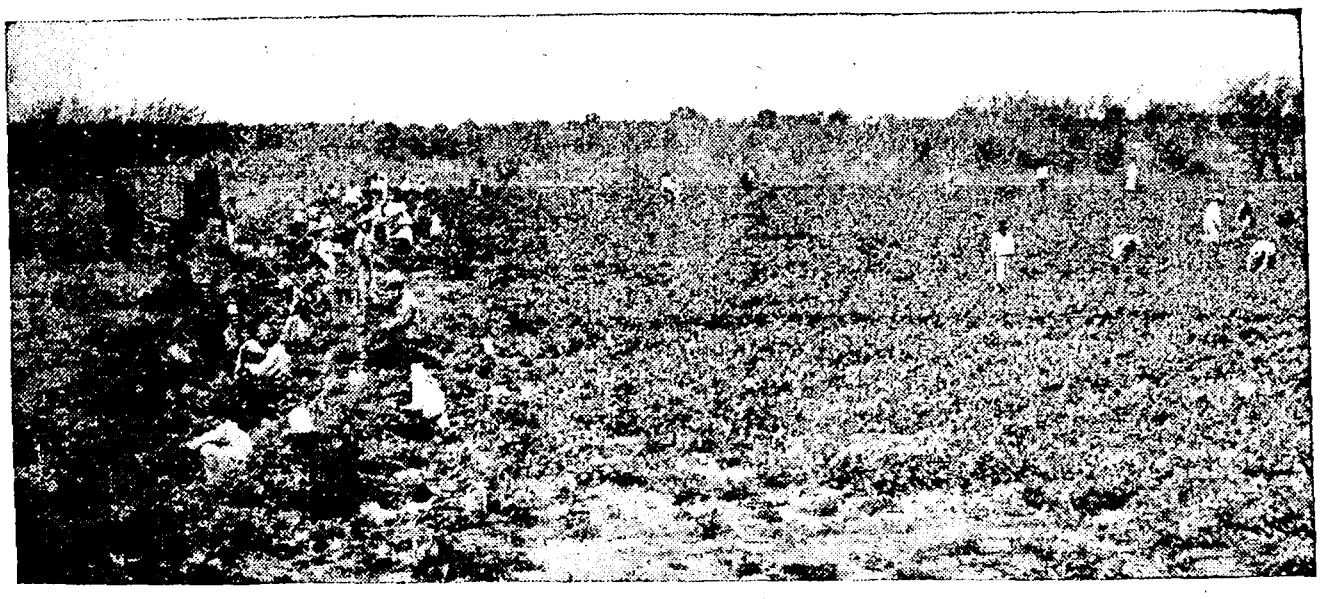
Shipments run around 18,000 to 20,000 carloads annually.

Beets and carrots are staple winter crops. Tomatoes usually move out in May and June, in addition to a fall crop of this vegetable.

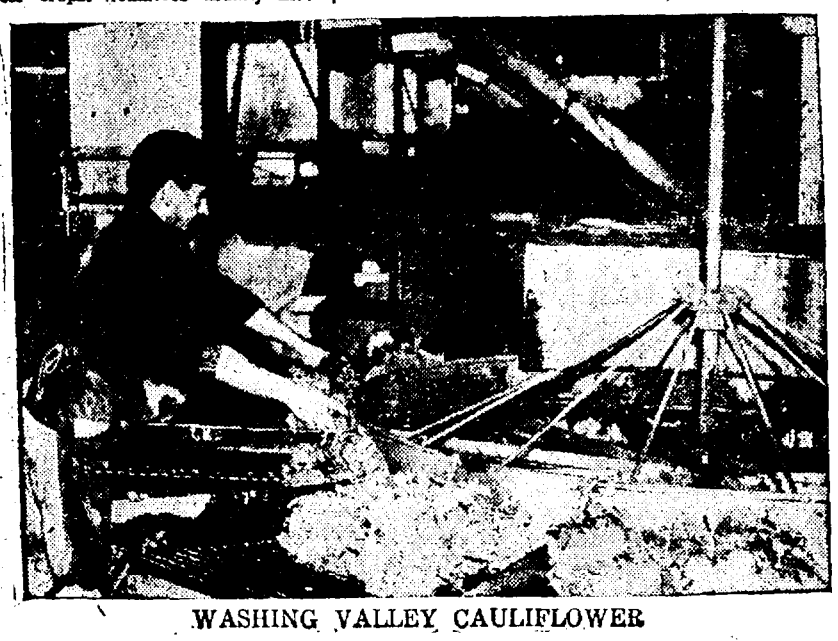
Potatoes constitute a leading "money crop" for the Valley. Most of the Valley potatoes are grown in Cameron county.

Snap beans, lima beans, peas, eggplant, peppers, parsley, spinach, cauliflower, endive, dandelion, lettuce, onions, green corn, radishes, squash, turnips, escarole broccoli, and beets are among other vegetables grown in the nation's salad bowl.

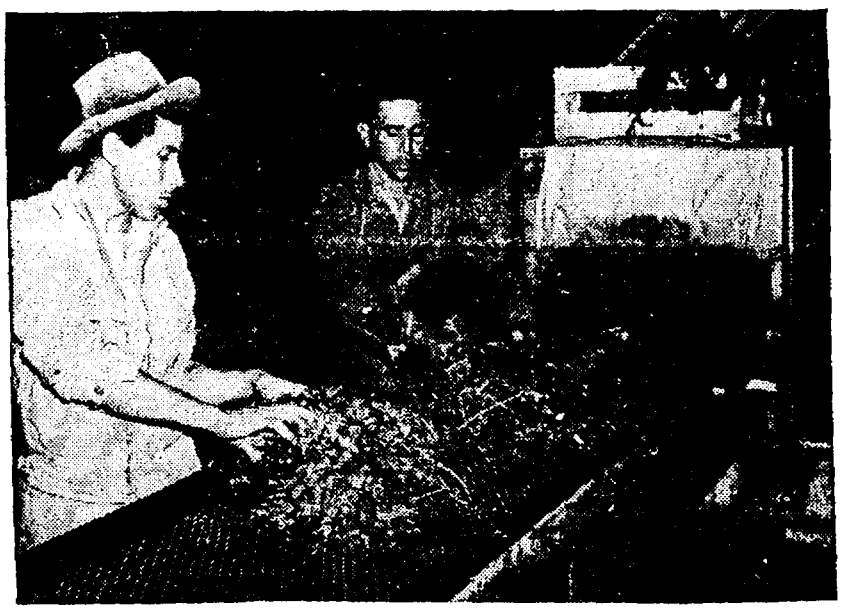
Great Variety Marks Area's Farm Output



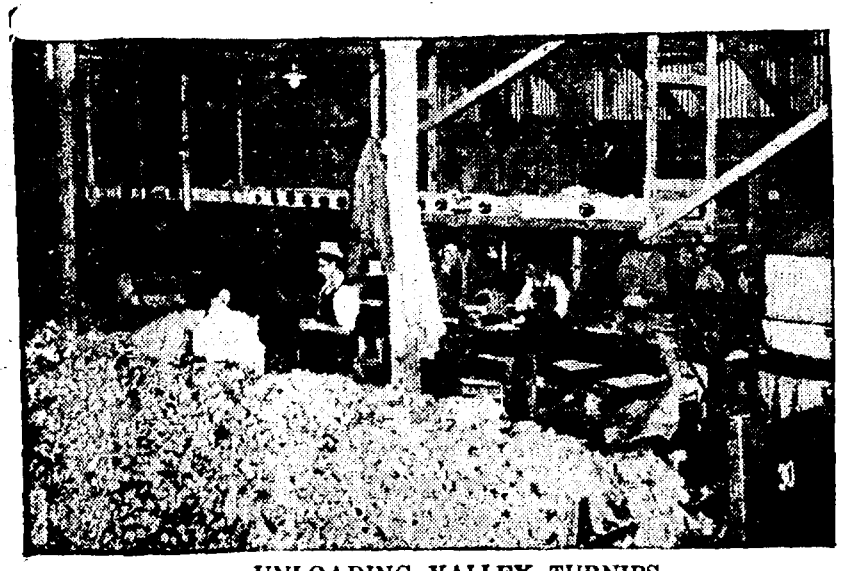
SCENE IN LOWER RIO GRANDE VALLEY VEGETABLE FIELD



WASHING VALLEY CAULIFLOWER



GRADING VALLEY GREENS



UNLOADING VALLEY TURNIPS

SELECTING VALLEY CABBAGE

GRADING, WASHING VALLEY RADISHES

PACKING VALLEY SPINACH

Development In Mexico To Help Valley Business

Rapid development of the rich agricultural region south of Matamoros, opposite Brownsville, and Reynosa, a short distance from McAllen, promises to bring increased business to Valley points.

Huge irrigation and flood control works are under construction in northern Tamaulipas state, bordering on Texas. When completed, they will make it possible to convert thousands upon thousands of acres in northern Mexico to highly productive farm lands.

Improve Rail Service

Besides the Victoria-Matamoros highway project, which will bring a much needed main thoroughfare as an outlet to the northeastern part of Tamaulipas, the Mexican government improvement program calls for bettering railway service.

Completion of the Hug-the-Coast highway providing a direct link for Houston and other Gulf points with the Mexican border at Brownsville, has interested Mexico in possibilities of multiplying the tourist influx through an additional route.

Loop Drive Forms

With development of direct transportation lines connecting the Valley and Victoria, it will be possible for visitors to Mexico to enter at one point, in the lower or upper Valley, and leave by another point, after making a loop through scenic Mexico.

One of the principal beneficiaries of the new development in northern Mexico will be the Port of Brownsville, which recently acquired direct freight connections, via the Missouri Pacific lines, with the National Lines of Mexico. Shipments already being made include refined metals from Mexican mines for water shipment from Brownsville. Large quantities of Mexican cotton are brought by truck from the Matamoros region to the Brownsville port.

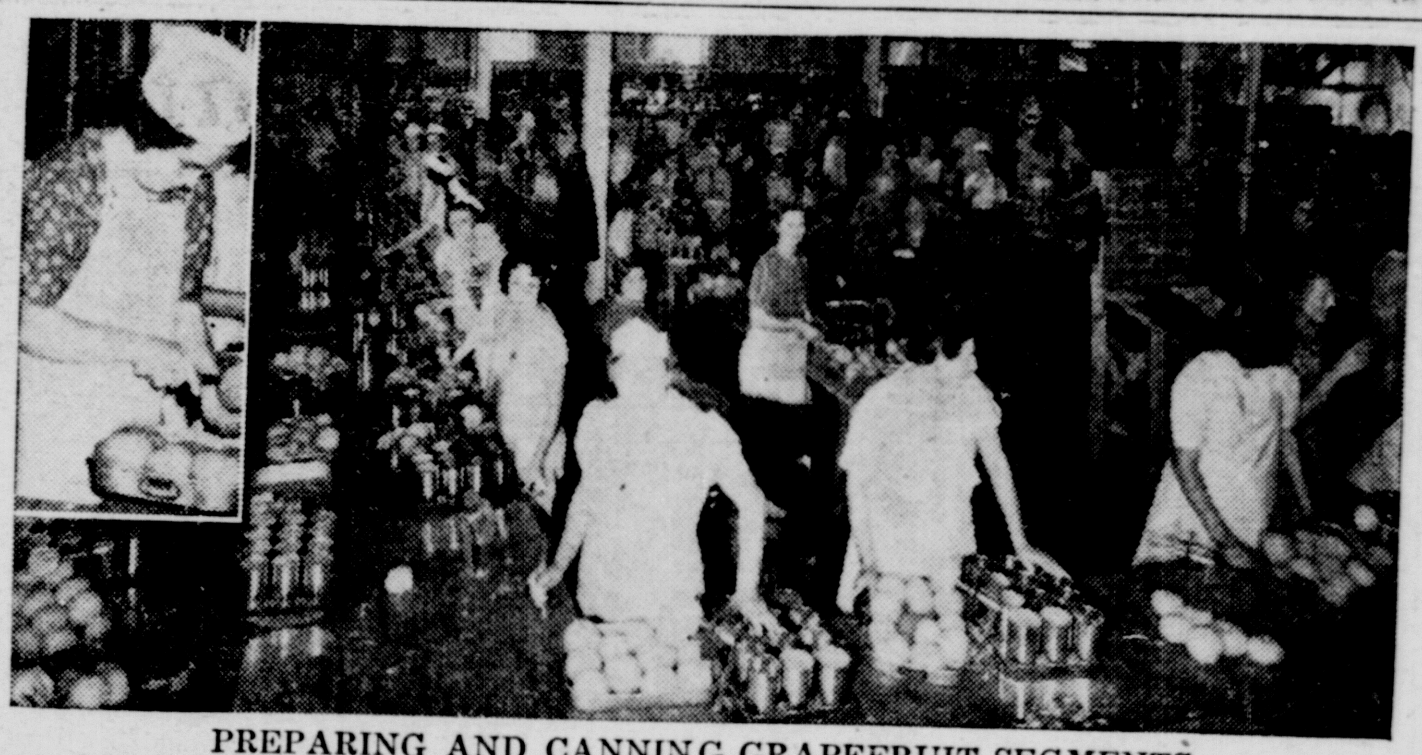
Farms Development

Mexican government resettlement plans, now under way, have already brought about clearing of vast acreage of brushland. This land is being subdivided into farms. Homes are being built and implements and seed provided with assistance of government loans to the farmers.

Construction of the main rail and highway lines in northern Mexico will be followed, under the program, by building of numerous spur lines and lateral highways to provide Mexican farmers with all-weather roads.

ORANGE FROSTING

Mix 3 tablespoons orange juice, 1 teaspoon lemon juice, and 1 teaspoon grated orange rind, and let stand 15 minutes. Strain into 1 beaten egg yolk. Add sifted powdered sugar to spread, and beat until creamy. Add a little orange vegetable coloring if desired. For a party, trace each child's name on the cake with melted sweet chocolate.



PREPARING AND CANNING GRAPEFRUIT SEGMENTS

Site Of Mission Bought for $30

Mission, "The City that Grapefruit Built," is located on a portion of land which changed hands many years ago for a total of $30. Valuations now exceed $3,000,000.

The city is named for the little mission, La Lomita, built in 1824 on a hill five miles south, by the Oblate Fathers, original purchasers of the land from the Spanish grantees.

In 1907 the land was bought from the missionary order by John J. Conway and James W. Hoit. The land was cleared and colonized for truck farming.

Citrus development came with irrigation. Experiments revealed suitability of the soil and climate for grapefruit budded on sour orange stock.

John H. Shary started planting on a large scale in 1916, after he had bought the Briggs-Coleman tract, now known as Sharyland, and the Jack Robertson grove, one of the earliest in the Valley.

Sale of young orchards was soon big business in Mission.

Today there are more than 1,500,000 citrus fruit trees in the Mission area.

Huge Shipping Shed Is Located At Elsa

Elsa, born as a modern community on March 2, 1927, is the site of the world's largest vegetable shipping shed—the F. H. Vahlsing plant.

The town was named for Mrs. Elsa George, wife of William George, owner of the tract on which the community was founded.

Planned as a modern community, Elsa has streets 60 to 100 feet wide, lined with palms and other trees, and with sharp division of business and residential centers.

A leading agricultural center, Elsa is within a short distance south of the famous Engleman Gardens, a major citrus development of the Valley.

CUTTING AND PACKING SEGMENTS

Canning Result Of Napoleon's Needs

The needs of Napoleon's armies on long marches led to invention of canning processes which are one of the characteristics of present-day civilization.

"Father of canned foods" was M. Nicolas Appert, who developed a method of preserving, packing and concentrating foods on request of Napoleon.

Oldest Orange Trees Grow Near Mission

Seven orange trees, said to be oldest bearing trees of their kind in Texas, are growing at the Laguna Seca ranch, 30 miles north of Mission.

The seeds were planted by Catholic missionary priests who brought them from Spain, then the principal source of oranges.

Experts Run Rio Grande's Control Work

Flood control work in the Valley is in charge of a group of experts connected with the International Boundary Commission.

The International Boundary Commission maintains division engineering, construction and hydrographic offices in San Benito, the "main office." In addition, it has offices and storehouses in McAllen; central storage and maintenance quarters in Harlingen, and a store house in Brownsville.

J. L. Lytel is project engineer; A. J. Moore, office and designing engineer; C J. Wilson, chief clerk. P. S. Hill, attorney; W F. Heath, rights of way man; V. R. Grady, associate engineer in charge of Cameron county work; W. W. Hall, associate engineer in charge of Hidalgo county work.

Engineer Lytel has been in the Valley since October, 1933. He had 24 years with the United States Reclamation Service, working in Colorado, Utah, Idaho, and Washington. He also worked as engineer on varied projects in Latin America, including the Mexican Central railroad, and subways and tunnels in Buenos Aires. One of his early jobs in the United States was on construction of the famous four-mile long Strawberry tunnel, from the Colorado river to the Utah Lake basin.

Park Recalls Days of Yore

The Brownsville chamber of commerce park, remodeled to include a variety of recreation units for tourists, contains several reminders of the old days in this section.

Among them is the anchor from the wreck of the "Reine des Mer," a four-masted French schooner which sank at Brazos Santiago Pass and was removed by channel dredges in 1927.

The old wood-burning locomotive of the Port Isabel and Rio Grande Valley railway has become a monument there.

A marker recalls that Brownsville was the southernmost terminal of the Old Chisholm Trail, along which thousands of head of Texas cattle moved.

For years, the old mule-car that connected the Santa Cruz ferry landing with Matamoros, was at the park.

Scot Influence Left On Points In Valley

The mark of Scotland has been fixed permanently on the Valley.

John McAllen, an early day settler for whom the city of McAllen was named, came from Scotland.

Edinburg, county seat of Hidalgo county, got its name from McAllen's birthplace in Scotland.

Originally the town was known as Chapin, after Judge D. B. Chapin. On February 14, 1911, the commissioners changed it to Edinburg.

The city was incorporated in 1919. It is the site of the largest public school district in the world.

- Citrus Boxes
- Wraps
- Vegetable Crates
- Baskets

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Phone 486

MISSION, TEXAS

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SUCCESSORS TO DESEL-BOETTCHER CO.
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Brownsville, Texas

TEXAS GRAPEFRUIT

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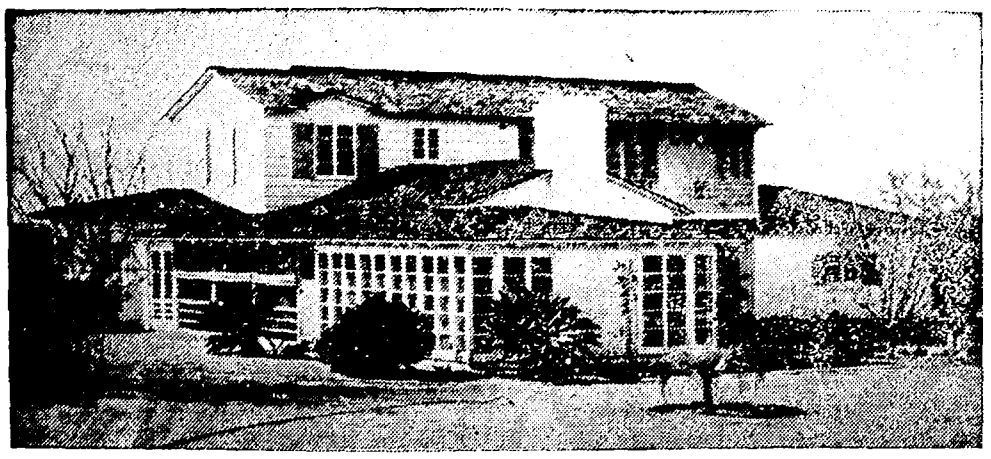
AND

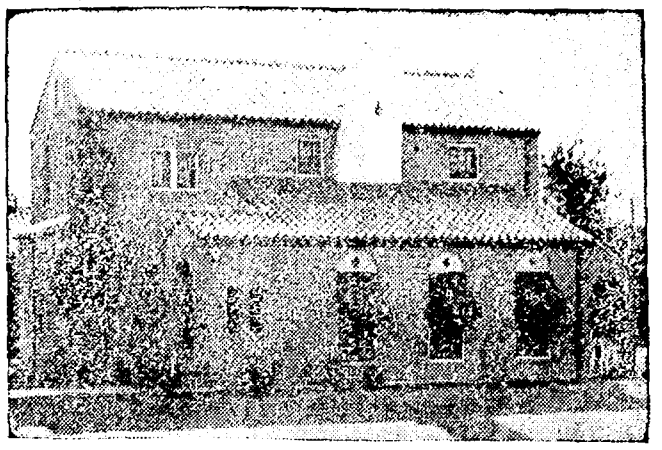
Mission Fruit & Vegetable Co., Inc.

MISSION, TEXAS

More than 500 New Valley Homes Built In 1940



CHRISTENSEN HOME IN WESLACO



WILLIAMS HOME IN MERCEDES

* * * *

MORE than 500 new homes — an all-time record — were built in the Lower Rio Grande Valley during 1940.

was spent on home construction, marking what is regarded as a new epoch in the Valley's growth.

Economic Basis

Other types of construction — railroads, highways, seaports, airports, irrigation, agricultural processing plants — constituted an economic basis.

With these completed, and with more and more families locating permanently in the Valley, building of homes has come about as a logical sequence.

Of the total of $8,600,000 in construction during 1940, expenditures for homes represented about 18 per cent of all the building.

Some Large Homes

Although the majority of homes ranged in cost from $3500 to $6,000, several larger projects completed during 1940 included the $40,000 Dean Porter home in Brownsville, the $40,000 S. M. Williams, Jr., home near Brownsville, the $15,000 Wallace Bohannon home at Mission, the $10,000 Ralph Killingstad home in Brownsville, the $12,000 home for J. T. Ellis, Jr., at Weslaco, $25,000 home for Leland G. McCullough at Pharr, and the A. C. Jefferson and F H. Vahlsing homes at San Juan.

Census Totals Show Valley's Great Growth

REFLECTING a 33 per cent growth during the last 10 years, the 1940 census figures show the tremendous strides in population made by the Lower Rio Grande Valley during its less than 40 years as a developed farming section.

Since 1900, the figures show, the Valley has had a gross population increase of 616 per cent, with an average of 65 per cent increase in each decade since that time. Greatest growth occurred during the period of 1920-1930, when the population more than doubled.

Total Valley population—for Cameron, Hidalgo, Willacy and Starr counties—as shown in the final 1940 census figures was 214-414. This was divided by counties as follows: Cameron, 83,202; Hidalgo, 106,059; Willacy 13,230, and Starr, 13,312.

The total for the four counties is 215,803.

Population growth in the Valley during the last 40 years has been nearly four times as great as the rate for the rest of Texas, and during the last decade exceeded the growth registered by Florida.

Flax Proving Good Product In Valley

Flax has proven a satisfactory winter crop in the Lower Rio Grande Valley, supplementing cotton on many farms.

About 25,000 acres in the Valley are now planted in flax, which came into use after seven varieties were tested at the Texas experiment station in Weslaco.

Two varieties, Rio and Bison, are especially hardy, and will stand temperatures down to 20 degrees, far below the lowest temperatures of Valley winters.

Avocado Becoming Commercial Crop

A relatively new Valley crop, but already established in production on a commercial scale, is the avocado.

Several groves in this section have been producing avocadoes, and report an excellent market demand.

The trees yield in the summer. Cuban stock, on which different varieties are grafted, has been found best, growers report.

Vitamin Grass Grown In Area

Production of dehydrated cereal grasses as vitamin concentrates—good for human beings, chickens and cattle—has become a major farm industry in the Lower Rio Grande Valley.

The tender grass of cereal plants is dried in high-thermal equipment, powdered and put up in sacks and cans.

During their preparation for the war, the German army acquired huge stores of dried cereal grass. It is used not only to supplement normal diets, but is specifically utilized in treatment of night blindness, one cause of which is lack of sufficient greens.

For cattle feed, the dried cereal grass is excellent because it provides the components of young, tender grass, giving the same mineral and vitamin essentials as found in the best grazing land.

Mixed with buttermilk, the dehydrated grass makes an excellent poultry feed, improving the flesh and the egg yield in quality and quantity.

High grade cattle is a new East Texas crop, taking the place of cotton.

Papaya Becomes Important Crop

Papayas are fast taking a leading place in the Valley farm picture. Planted sporadically at first, mainly as a curiosity, the papaya has done so well in this section that it has become an important commercial crop.

Extensive acreage has been planted in this thriving tree that grows fast and yields abundantly.

Papaya pioneer and developer of a hard-shell variety that lends itself to commercial shipment is H. G. Stilwell, Sr., who operates the Tropical Nursery near Brownsville.

In addition to its use as a fresh fruit—with high pepsin content—the papaya lends itself to processing as preserves and as a healthful beverage. For medicinal purposes, a pepsin derivative is extracted from the fruit.

BAKED GRAPEFRUIT

Smooth-skinned grapefruit are recommended for baking or broiling. After the seeds have been removed, brown sugar or cinnamon is sprinkled over the surface, a square of butter is dropped in the center and the fruit is cooked until baked through. Some cooks fashion an elaborate dish by soaking the fruit in sherry and garnishing it with maraschino cherry when it comes from the oven.

TCX

Blazed The Trail

For Co-Operating Marketing in the Valley

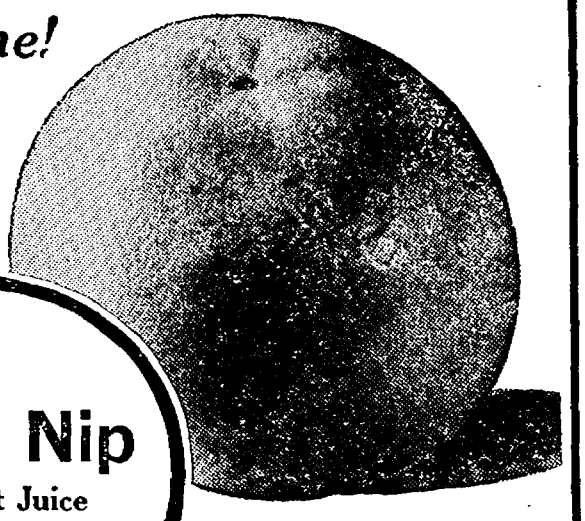
From the beginning of the citrus industry in the Valley the Texas Citrus Fruit Growers Exchange has consistently pursued the course that co-operative marketing must be the medium through which prosperity will come to the grower.

Texas Citrus Fruit Growers Exchange

Executive Offices:—MISSION

John H. Shary, President T. M. Melden, Sales Manager

Drink a Can of Rio Grande Valley Sunshine!



Silver Nip

Grapefruit Juice

At Your Grocers

We offer Complete Marketing Service on Citrus. Our Fresh Fruit Packing Facilities and our Canning Plant are under One Roof.

We have recently installed equipment for Color-Added Oranges so that our Customers may get the best returns on their oranges. Our latest improved waxing process makes all of the fruit handled by our plant more marketable.

Oranges—Grapefruit—Fresh and Canned

VEGETABLES

Maxcy-Texas Corporation

Glen C. White, Manager Weslaco, Texas

Seventy-Six Boy Scout Units Located In Valley

GROUP AT GIRL SCOUT CABIN

SWIM POOL, Girl Reserve Camp, Rio Hondo

BOY SCOUTS ON CIVIC DUTY

PIRTLE CACTUS GARDENS, NEAR EDINBURG
One of the attractive show places in the Valley of special interest to plant lovers.

'Watch Dogs' Guard Gulf

"Watch dog of the sea," the United States coast guard has maintained a station at Port Isabel since 1882.

For a while, a lone guardsman was in charge. The first officer to take command was Capt. Charles Cardiff.

A veteran of the Valley service was Capt. Wallace L. Reed, who took charge of the station in 1905 and served for 27 years.

In 1935, Pablo Valent was named ranking officer. Capt. Valent, also a veteran coast guardsman, retired in 1940, and was succeeded by Capt. Willie Williams.

The present station was built in 1924, on the southern tip of Padre Island, replacing the old station that was wrecked by a storm in 1912. The new station has been remodeled several times.

The coast guard not only performs emergency services, but is on the watch constantly to maintain safety of navigation.

* * * *

More than 1500 Boy Scouts, Sea Scouts, and Scout Cubs are organized into 76 active units in the Lower Rio Grande Valley.

In addition to the boys' groups, there are a number of organizations of Girl Scouts.

Every town in the Rio Grande Valley is represented in Boy Scout work in some form.

Administration of Scout activities is carried on through the Lower Rio Grande Valley Council, Boy Scouts of America, of which Vance Raymond of Edinburg is president. The Valley area is divided into 12 Boy Scout districts.

Among activities during the year are the summer camp at Rio Hondo in August, the Sea Scout cruise in June, the May circus in Harlingen and the councilwide Camporee in McAllen in April.

During the week of Feb. 7 to 14, the Valley Scouts join the rest of the country in observing National Boy Scout Week.

Girl Scouts' summer activities include an encampment at the Girl Reserve camp at Rio Hondo.

VENEER PRODUCTS COMPANY

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NAILS
PASTE
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"If it's shippers supplies -we have it"

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At Your Service Day or Night
Phone 222—Nights and Holidays 220

Crawford Produce Co.

BUYERS AND SHIPPERS

TEXAS FRUITS AND VEGETABLES

We have recently installed one of the most modern and latest type washing and precooling machines for all mixed vegetables, which is another step forward in the progress of our company. It has been our continued aim and endeavor to give better produce, a better package at all times.

Beans
Beets
Broccoli
Cabbage
Carrots
Collards
Dandelion
Endive
Eggplant
Mustard
Parsley, Curly
Peas, English
Peppers, Bell
Peppers, Hot
Potatoes
Radishes
Spinach
Turnips
Turnip Greens
Tomatoes

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San Benito, Texas
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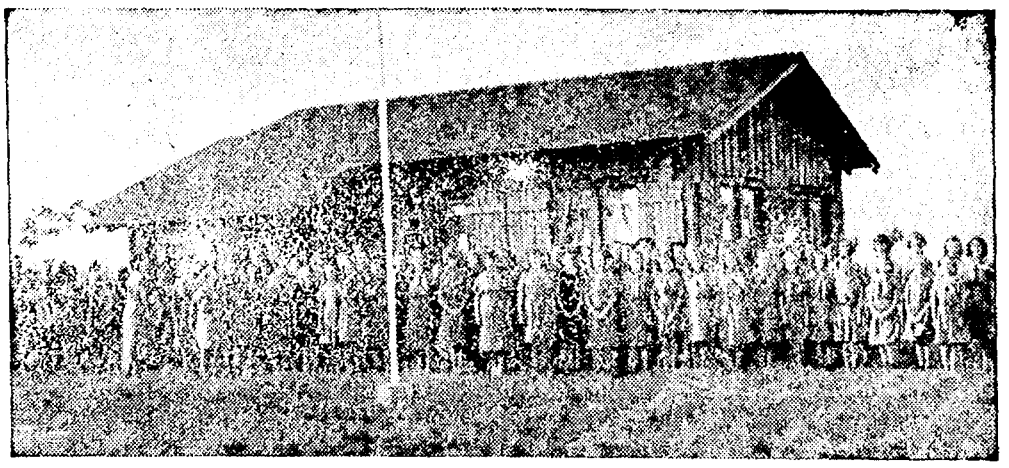
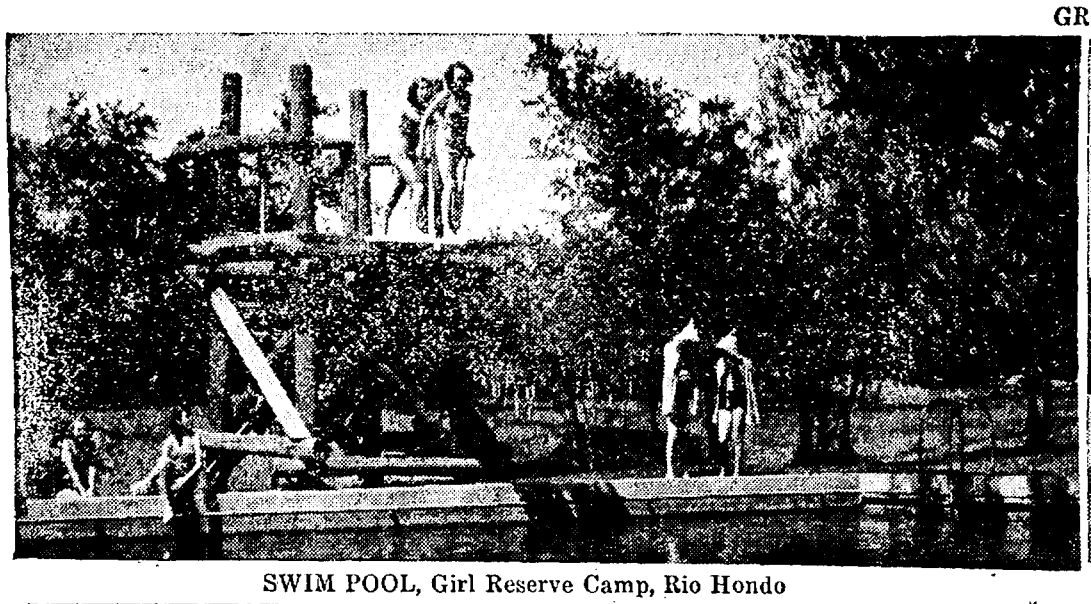
Texas Best
Sum-Boy Brand
Vegetables

LeeRoy Crawford
Manager

Seventy-Six Boy Scout Units Located In Valley



GROUP AT GIRL SCOUT CABIN



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We have recently installed one of the most modern and latest type washing and precooling machines for all mixed vegetables, which is another step forward in the progress of our company. It has been our continued aim and endeavor to give better produce, a better package at all times.

Beans	Parsley, Curly
Beets	Peas, English
Broccoli	Peppers, Bell
Cabbage	Peppers, Hot
Carrots	Potatoes
Collards	Radishes
Dandelion	Spinach
Endive	Turnips
Eggplant	Turnip Greens
Mustard	Tomatoes

325 West Stenger
San Benito, Texas
Phone 200 - 201 and LD2

Texas Best
Sun-Boy Brand
Vegetables

LeeRoy Crawford
Manager

Rio Grande Valley Is Nation's 'Salad Bowl'

Fresh Winter Vegetables Produced

THE Lower Rio Grande Valley is the nation's salad bowl.

Fresh winter vegetables roll annually in long lines of refrigerator cars from the Valley to the principal market centers.

Annual income of Valley farmers from the vegetable crops varies between $8,000,000 and $10,000,000, depending on price.

Cabbage is the leading product, among about 35 different vegetables, with tomatoes second. The low cost of cabbage production, plus fairly uniform yield on almost any type of soil keeps cabbage at the top.

Shipments run around 18,000 to 20,000 carloads annually.

Beets and carrots are staple winter crops. Tomatoes usually move out in May and June, in addition to a fall crop of this vegetable.

Potatoes constitute a leading "money crop" for the Valley. Most of the Valley potatoes are grown in Cameron county.

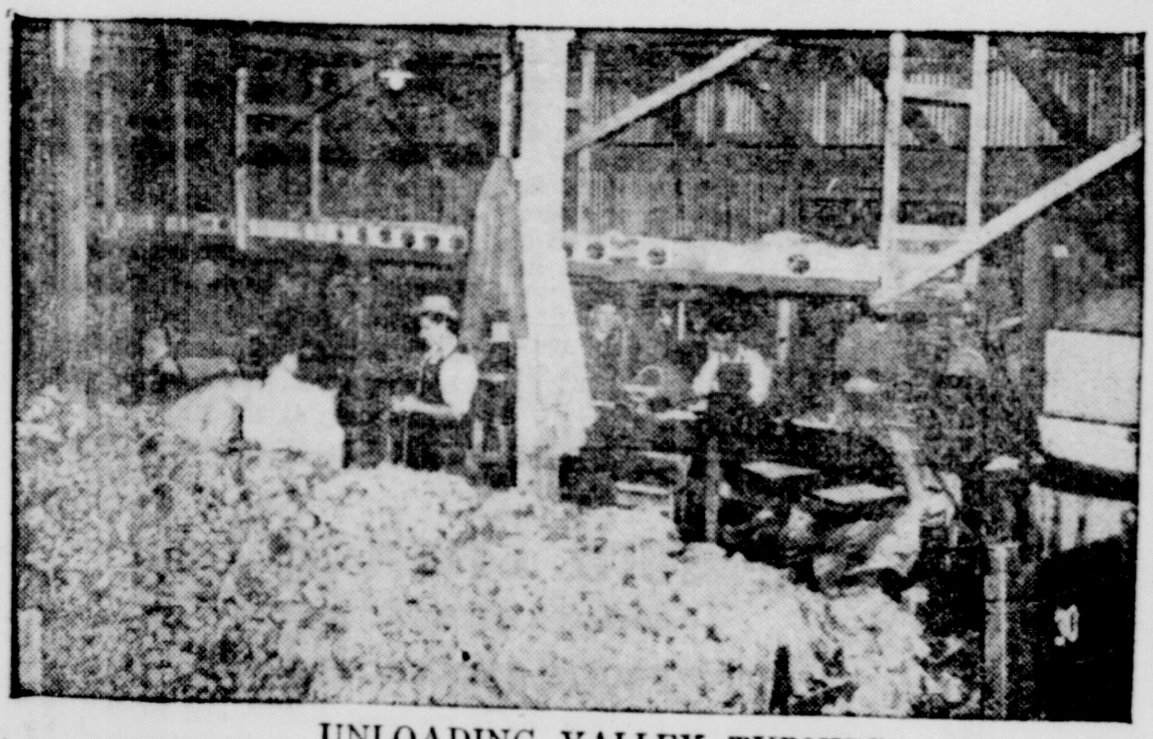
Snap beans, lima beans, peas, eggplant, peppers, parsley, spinach, cauliflower, endive, dandelion, lettuce, onions, green corn, radishes, squash, turnips, escarole broccoli, and beets are among other vegetables grown in the nation's salad bowl.

Great Variety Marks Area's Farm Output

SCENE IN LOWER RIO GRANDE VALLEY VEGETABLE FIELD

WASHING VALLEY CAULIFLOWER

GRADING VALLEY GREENS



UNLOADING VALLEY TURNIPS

SELECTING VALLEY CABBAGE

GRADING, WASHING VALLEY RADISHES

PACKING VALLEY SPINACH

Associated Growers Succeeds As Co-Op

ICING VALLEY CARROTS

IN the Associated Growers of Brownsville, the Lower Rio Grande Valley has what is described as the most successful vegetable co-operative in the United States.

This model organization, starting with a paid-in "capital" of $2,000, has in three years bought and paid for $8,000 worth of equipment and brought its gross annual business close to $300,000. Planned enlargements will add $4,500 in new equipment, doubling the present capacity.

Represent 5500 Acres

Shipments in the 1939-40 season totalled 550 cars, representing produce of 5,500 acres farmed by the 17 voting and 23 associated members. This season's shipments may run up to 700 or 800 cars.

Formed In 1937

The Associated Growers was formed in the fall of 1937. Twenty farmers each paid in $100 as membership fee, on which they draw six per cent interest as long as they are members. Associate members, with all the privileges of members, except voting, are not required to pay the fee. Their produce is handled on the same basis as that of members, with same charges and same rebates.

Secret of Success

W. E. McDavitt, veteran Valley produce man who is the organization's sales manager, attributes its success to strict grower control and to a by-law clause that forbids employment of any member or member's relatives. Voting membership is limited to 20. Associate members are voted in by members.

Products Shipped

The organization's products — principally beans, peas, potatoes, tomatoes, cabbage, squash, peppers and eggplant—are handled on a strictly co-operative basis. There is no control over what the farmer plants. However, members consult among themselves before planting, seeking to select uniform varieties that will mature about the same time. Under the marketing agreement, each member and associate member delivers all his produce to the Associated Growers.

Charro, Chinita Brands

"El Charro" and "La Chinita" are the organization's brands.

At peak movements, the organization employs as many as 100 washers, graders, packers. During 1940, more than 350 were employed on seasonal basis, some working one day, some several months.

Officers And Members

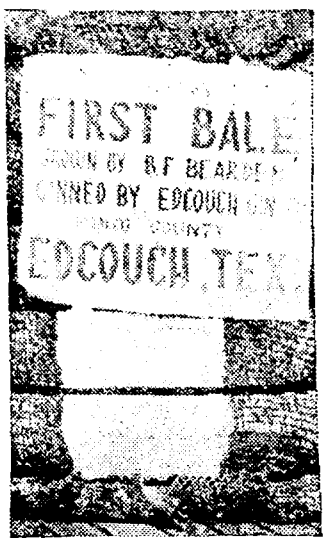
President of the organization is Fred Rusteberg, Sr., who has held that office since formation of Associated Growers. Ralph Shuler is vice president, and Travis Jennings is secretary-treasurer. Voting members are C. K. Crowe, H. Z. Crowe, C. R. Mathers, R. Mathers, K. P. Loughridge, Frank Wright, Wilbur Wright, C. D. Loop, G. H. Loop, F. G. Willis, W. L. Lipscomb, R. W. Shuler, F. Rusteberg, Sr., F. Rusteberg, Jr., S. S. Nye and S. D. Ray.

Rare New Fruit Tried in Area

A fruit, practically unknown in the United States, which may be added to the varied crops of the Lower Rio Grande Valley, is the subject of experiments being conducted by W. H. Friend, superintendent of the state experiment station at Weslaco.

The prospective new tree is known as jaboticaba. Its fruit looks and tastes like muscadine grapes. The tree bears fruit along the trunk, branches and twigs.

Mr. Friend obtained some of the plants from the Federal Office of Plant Exploration. A large jaboticaba tree was brought into Florida from Brazil thirty years ago, and bears fruit every summer.



WORLD'S FIRST
Valley Usually Produces
Earliest Cotton

Road on Flood Levees Useful

An unplanned road-system, making a third Valley-wide thoroughfare, 16 feet wide, is being created in the Valley as a valuable by-product of the flood control works constructed by the International Boundary Commission.

The new road system, atop the flood control levees that rim the United States side of the Rio Grande, is especially useful to customs and immigration officers patrolling the boundary stream.

The levees, tightly compacted, rise many feet above the highest stages of the river, and provide a commanding view.

Measuring 16 feet across the top, the levees provide a high-speed route, with practically no intersections and none of the usual traffic restrictions.

The levee roads will be available for public use, J. L. Lytel, project engineer for the IBC, said.

It is expected, however, that principal use of the levee road will be for patrol and law enforcement officers.

News Bureau Keeps Tab On Mart Trends

Valley growers are provided with long-range "eyes and ears" to keep tab on market developments.

The service—combination listening and observation-post—is known formally as the market news bureau of the U. S. department of agriculture.

The Valley field office is located at Weslaco, where it was moved from Brownsville in 1939.

Listed Daily

Prices, market demand, weather conditions, rail, water and truck shipments are listed daily, gathered from throughout the United States. Tabulations are sent daily to growers and shippers.

The Valley field office was established in 1926.

Information is transmitted by market news offices in other points, via telegraph and government radio. State appropriations also made possible a direct connection with the government leased wire in San Antonio, thus heightening efficiency of the service.

No Charge

All the service—provided daily—goes to interested persons without charge.

In addition to the daily spot reports, the market service provides weekly summaries of shipments and prices, enabling growers and shippers to plan movement of fruit in advance.

Festival Features Odd Plant Costume

Unique costumes feature Mission's annual style show, held in connection with the citrus fiesta. A recent prize winner wore a hoop-skirt of overlapping grapefruit peel, bodice of tree leaves, collar of strung seeds, and head-dress of orange blossoms. In her hand she carried a scepter of a "royal breakfast," made of a citrus tree limb with a half grapefruit and a spoon of citrus wood.

CITRUS FLAVORS

Candies and butters flavored with citrus fruit juice are used for tea sandwiches by many American hostesses.

CITRUS

"The Best of the Better Crops"

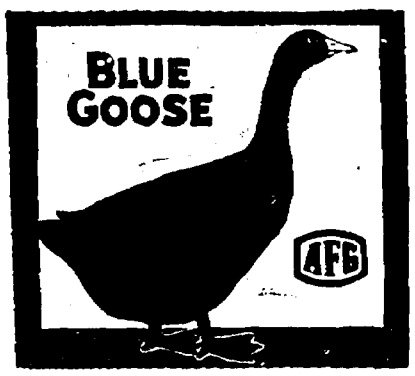
Under A Nationally Advertised Quality Trade-Mark

In times such as the present, quality fruit plus proper advertising is most essential. Throughout the seasons AFG has consistently given its customers both....all to the advantage of the Valley Citrus growers marketing through it. When we stop to recall our growth in Citrus tonnage the past years, it is a clear indication of the wisdom of these basic policies.

The Lower Rio Grande Valley, we believe, possesses every advantage for continued growth. And as one of the organizations which annually handle the citrus harvest, we pledge our every effort to the advancement of its chief industry and the prosperity of you, the people behind that industry.

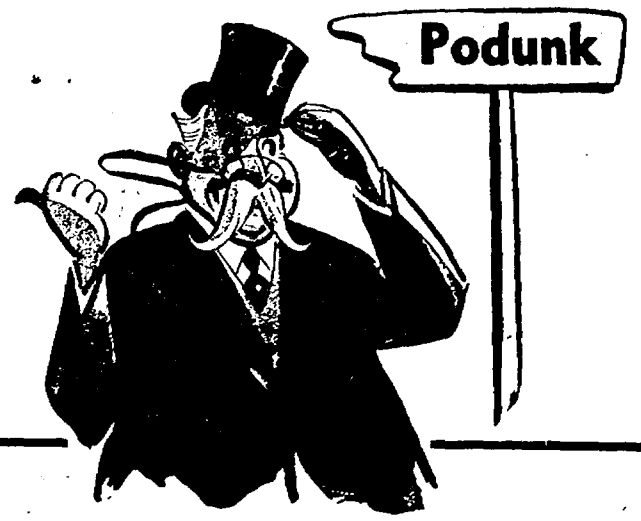
Greetings to Members of the Garden Clubs of Texas

District Offices



Weslaco, Texas

American Fruit Growers, Inc.



Ah! Going to do a little shopping while you're in town?

Well, on one of these trips you're going to need some sulphur dust if you own an orchard. Or, if you own a farm you'll know you can't feed all the worms and you'll buy some vegetable dusts. And if you own either or both you'll need fertilizer. So keep that thumb working until you get your favorite dealer and specify Coastal when you buy. Why? Several reasons. For instance—

SULPHUR DUSTS are made by us in a modern roller mill and trade marked "COLORBAND." Same price, little better quality than other brands, and if you don't feel like talking after your trip to town, just point to the bag with the big green, red or blue band around it. Don't try to remember names for different grades—pick your color.

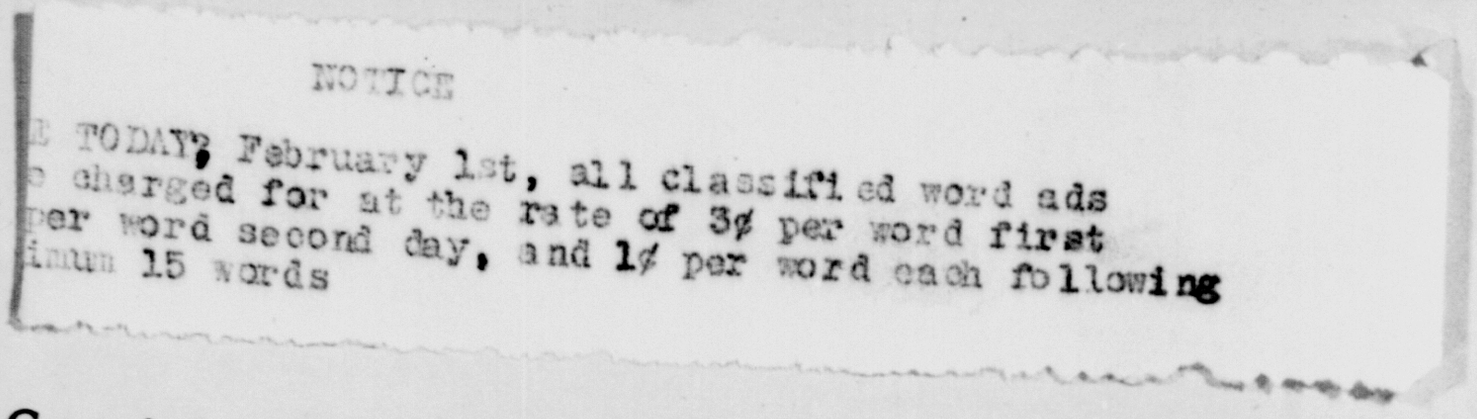
VEGETABLE DUSTS that are so smooth, easy-flowing and perfectly mixed—you're some times tempted to use them for flour—if only they had a white color. Don't though! Watch how quick and dead they kill worms!

FERTILIZERS that don't smell! Well, maybe a little —but they are free-flowing and you won't cuss when you are putting them on. Quality? State inspected, of course.

Coastal Chemical Company, Inc.

HARLINGEN, TEXAS

Widening the Market for Valley Produce


NOTICE

E TODAY, February 1st, all classified word ads
e charged for at the rate of 3¢ per word first
per word second day, and 1¢ per word each following
imum 15 words

Atlantic Commission as a distributor of Texas fresh fruits has a direct and sincere interest in the progress of the Rio Grande Valley . . . and is glad to be a part of its business life.

Many of the Valley's growers have entrusted Atlantic Commission with the vital job of finding markets for their fresh fruits and vegetables. The extent to which we participate in the marketing of Rio Grande Valley crops is evidenced by the fact that tonnage volume has been steadily increasing.

Atlantic Commission handled upwards of 4000 cars of fresh fruits and vegetables from the Valley in 1939. This tonnage had a value at destination market of $3,800,000. The company's citrus fruit sales alone in 1939 amounted to approximately 1900 cars. This was considered an excellent showing for it represented an increase in the citrus volume of from 25% to 50% over any previous year. But 1941 is already running even better! Sales of Texas citrus are up 24% and show evidence of climbing even higher! A wide market is afforded for this large volume of produce. Some of it goes as far as the Eastern Seaboard and New England.

Through directness and efficiency our mass system of distribution provides a wide market with a minimum of in-between expense and spoilage. The market spread is pared and as a result the Valley growers receive a larger share of the consumer dollar. Moreover, we are always in the market for Valley produce. To you this means a dependable day to day outlet.

As important as these benefits are, we are particularly pleased over the fact that we have been able to widen the market for your products. This achievement has been attained through sound, low-cost distribution methods, coupled with an aggressive program of advertising and sales promotion and frequent national surplus crop drives.

ATLANTIC COMMISSION CO., Inc.

Affiliate of

THE GREAT ATLANTIC & PACIFIC TEA CO.

Development In Mexico To Help Valley Business

Rapid development of the rich agricultural region south of Matamoros, opposite Brownsville, and Reynosa, a short distance from McAllen, promises to bring increased business to Valley points.

Huge irrigation and flood control works are under construction in northern Tamaulipas state, bordering on Texas. When completed, they will make it possible to convert thousands upon thousands of acres in northern Mexico to highly productive farm lands.

Improve Rail Service

Besides the Victoria-Matamoros highway project, which will bring a much needed main thoroughfare as an outlet to the northeastern part of Tamaulipas, the Mexican government improvement program calls for bettering railway service.

Completion of the Hug-the-Coast highway providing a direct link for Houston and other Gulf points with the Mexican border at Brownsville, has interested Mexico in possibilities of multiplying the tourist influx through an additional route.

Loop Drive Forms

With development of direct transportation lines connecting the Valley and Victoria, it will be possible for visitors to Mexico to enter at one point, in the lower or upper Valley, and leave by another point, after making a loop through scenic Mexico.

One of the principal beneficiaries of the new development in northern Mexico will be the Port of Brownsville, which recently acquired direct freight connections, via the Missouri Pacific lines, with the National Lines of Mexico. Shipments already being made include refined metals from Mexican mines for water shipment from Brownsville. Large quantities of Mexican cotton are brought by truck from the Matamoros region to the Brownsville port.

Farms Development

Mexican government resettlement plans, now under way, have already brought about clearing of vast acreage of brushland. This land is being subdivided into farms. Homes are being built and implements and seed provided with assistance of government loans to the farmers.

Construction of the main rail and highway lines in northern Mexico will be followed, under the program, by building of numerous spur lines and lateral highways to provide Mexican farmers with all-weather roads.

ORANGE FROSTING

Mix 3 tablespoons orange juice, 1 teaspoon lemon juice, and 1 teaspoon grated orange rind, and let stand 15 minutes. Strain into 1 beaten egg yolk. Add sifted powdered sugar to spread, and beat until creamy. Add a little orange vegetable coloring if desired. For a party, trace each child's name on the cake with melted sweet chocolate.

PREPARING AND CANNING GRAPEFRUIT SEGMENTS

Site Of Mission Bought for $30

Mission, "The City that Grapefruit Built," is located on a portion of land which changed hands many years ago for a total of $30. Valuations now exceed $3,000,000.

The city is named for the little mission, La Lomita, built in 1824 on a hill five miles south, by the Oblate Fathers, original purchasers of the land from the Spanish grantees.

In 1907 the land was bought from the missionary order by John J. Conway and James W. Hoit. The land was cleared and colonized for truck farming.

Citrus development came with irrigation. Experiments revealed suitability of the soil and climate for grapefruit budded on sour orange stock.

John H. Shary started planting on a large scale in 1916, after he had bought the Briggs-Coleman tract, now known as Sharyland, and the Jack Robertson grove, one of the earliest in the Valley.

Sale of young orchards was soon big business in Mission.

Today there are more than 1,500,000 citrus fruit trees in the Mission area.

Huge Shipping Shed Is Located At Elsa

Elsa, born as a modern community on March 2, 1927, is the site of the world's largest vegetable shipping shed—the F. H. Vahlsing plant.

The town was named for Mrs. Elsa George, wife of William George, owner of the tract on which the community was founded.

Planned as a modern community, Elsa has streets 60 to 100 feet wide, lined with palms and other trees, and with sharp division of business and residential centers.

A leading agricultural center, Elsa is within a short distance south of the famous Engleman Gardens, a major citrus development of the Valley.

CUTTING AND PACKING SEGMENTS

Canning Result Of Napoleon's Needs

The needs of Napoleon's armies on long marches led to invention of canning processes which are one of the characteristics of present-day civilization.

"Father of canned foods" was M. Nicolas Appert, who developed a method of preserving, packing and concentrating foods on request of Napoleon.

Oldest Orange Trees Grow Near Mission

Seven orange trees, said to be oldest bearing trees of their kind in Texas, are growing at the Laguna Seca ranch, 30 miles north of Mission.

The seeds were planted by Catholic missionary priests who brought them from Spain, then the principal source of oranges.

Experts Run Rio Grande's Control Work

Flood control work in the Valley is in charge of a group of experts connected with the International Boundary Commission.

The International Boundary Commission maintains division engineering, construction and hydrographic offices in San Benito, the "main office." In addition, it has offices and storehouses in McAllen; central storage and maintenance quarters in Harlingen, and a store house in Brownsville.

J. L. Lytel is project engineer; A. J. Moore, office and designing engineer; C J. Wilson, chief clerk. P. S. Hill, attorney; W F. Heath, rights of way man; V. R. Grady, associate engineer in charge of Cameron county work; W. W. Hall, associate engineer in charge of Hidalgo county work.

Engineer Lytel has been in the Valley since October, 1933. He had 24 years with the United States Reclamation Service, working in Colorado, Utah, Idaho, and Washington. He also worked as engineer on varied projects in Latin America, including the Mexican Central railroad, and subways and tunnels in Buenos Aires. One of his early jobs in the United States was on construction of the famous four-mile long Strawberry tunnel, from the Colorado river to the Utah Lake basin.

Park Recalls Days of Yore

The Brownsville chamber of commerce park, remodeled to include a variety of recreation units for tourists, contains several reminders of the old days in this section.

Among them is the anchor from the wreck of the "Reine des Mer," a four-masted French schooner which sank at Brazos Santiago Pass and was removed by channel dredges in 1927.

The old wood-burning locomotive of the Port Isabel and Rio Grande Valley railway has become a monument there.

A marker recalls that Brownsville was the southernmost terminal of the Old Chisholm Trail, along which thousands of head of Texas cattle moved.

For years, the old mule-car that connected the Santa Cruz ferry landing with Matamoros, was at the park.

Scot Influence Left On Points In Valley

The mark of Scotland has been fixed permanently on the Valley.

John McAllen, an early day settler for whom the city of McAllen was named, came from Scotland.

Edinburg, county seat of Hidalgo county, got its name from McAllen's birthplace in Scotland.

Originally the town was known as Chapin, after Judge D. B. Chapin. On February 14, 1911, the commissioners changed it to Edinburg.

The city was incorporated in 1919. It is the site of the largest public school district in the world.

- Citrus Boxes
- Wraps
- Vegetable Crates
- Baskets

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BOX CO., INC.

MISSION, TEXAS

Phone 486

"The Fancy Fruit House of Texas"

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SUCCESSORS TO DESEL-BOETTCHER CO.

WHOLESALE FRUITS, PRODUCE

Brownsville, Texas

TEXAS GRAPEFRUIT

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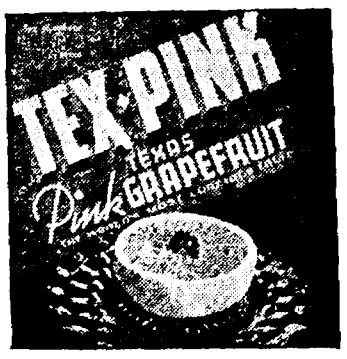


Mission Fruit & Vegetable Co., Inc.

MISSION, TEXAS

Beauty Plus Utility Mark Rio Grande Valley Development

Well-Rounded Development is the key to the Valley's steady growth. This favored section of Texas is building a permanent economic foundation in a setting of nat ural and man-made beauty—'A Place to Work and a Place to Play.'

THE ONLY metallic pectinate plant in America will soon be in operation in the Lower Rio Grande Valley. It is pictured above during final stages of construction at McAllen. The plant will use grapefruit peel, converting it into metallic pectinate, a bacteria-destroying compound for use in preservation of foods and for medical purposes. Another important industrial unit in the Valley, Engelman Gardens, near Edinburg, is pictured at right. In addition to growing and packing fresh citrus fruit, the plant produces canned grapefruit juice, pioneering in packing of the "nickel can" that has become a favorite beverage. The other photographs show a palm-lined street and the Central Power and Light Company park at McAllen.

Take the Question Out of Planting

DEMAND CERTIFIED

GRO-RITE SEEDS

It's no simple problem—figuring out what crop returns will be. Too many questions . . . and your answer to them can affect crop quality and quantity.

Fortunately, there's no question in planting. Experience of Valley growers who year in and year out harvest better-than-average crops, solves that definitely.

The answer in one word is . . . GRO-RITE Seeds!

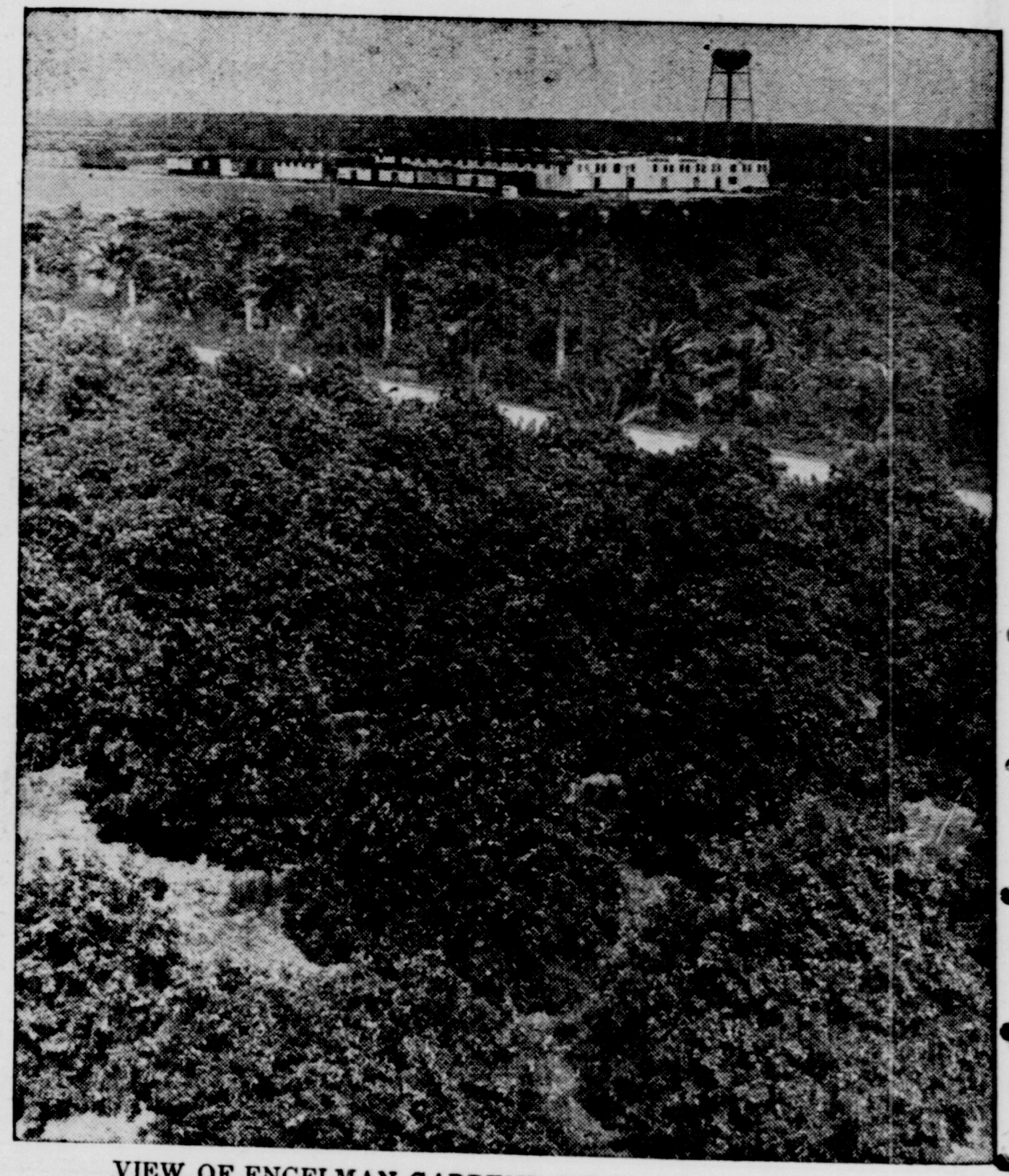
Ask Your Local Dealer

Ellis-Baxter Seeds, Inc.

Phone 374 Weslaco, Texas

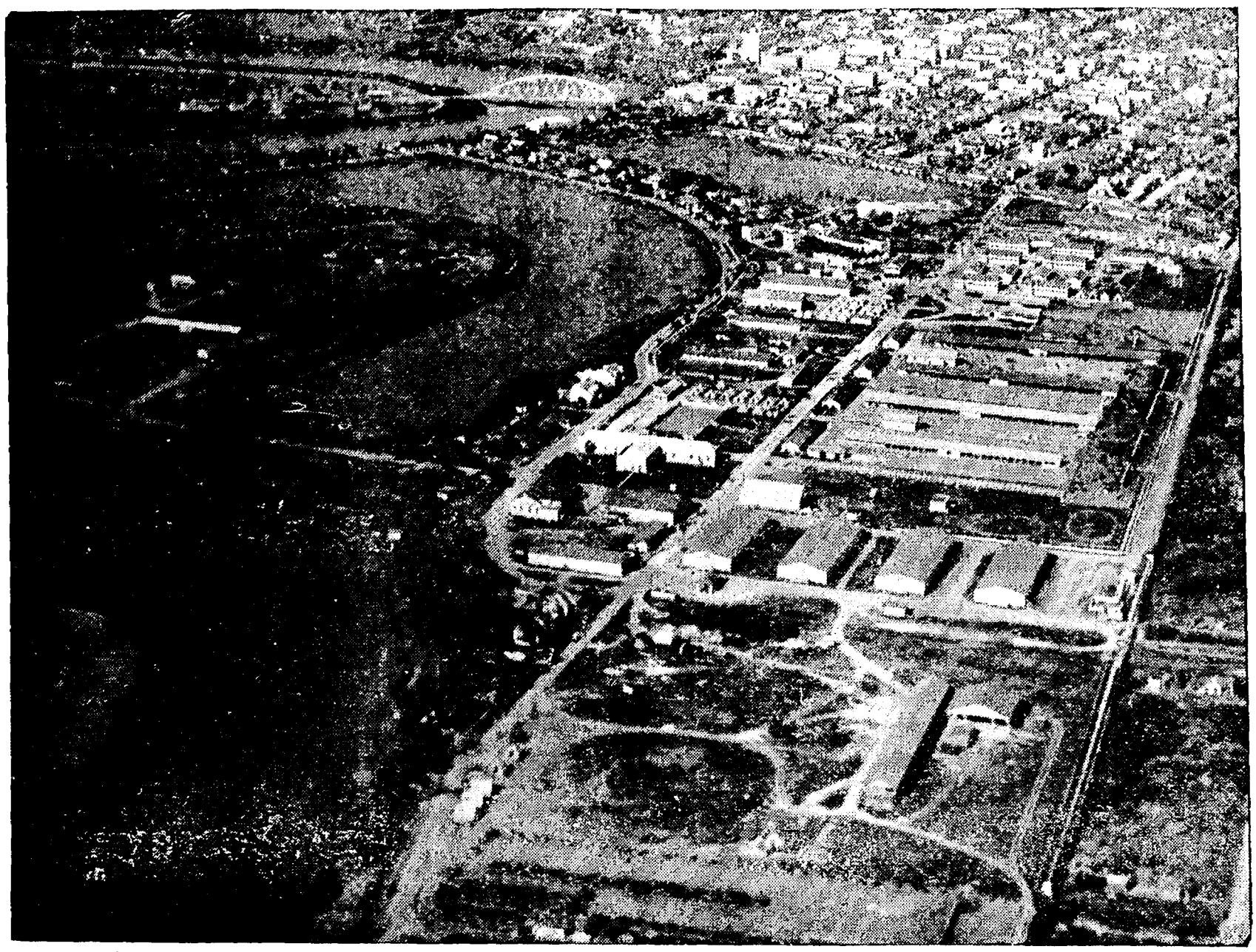
METALLIC PECTINATE PLANT, McAllen

CENTRAL POWER and Light Co. Park, McAllen



VIEW OF ENGELMAN GARDENS. Edinburg, and Packing Shed

Historic U. S. Army Posts Located In Lower Rio Grande Valley



AIRPLANE VIEW OF FORT BROWN, BROWNSVILLE (See Story On Page 13)

For the Housewives of a Nation!

STRAIGHT AND MIXED CARS

- CARROTS
- CABBAGE
- PEPPERS
- TOMATOES
- RADISHES
- BEETS
- ENDIVE
- BROCCOLI
- TURNIPS
- BEANS
- PEAS
- SQUASH
- SPINACH
- PARSLEY
- DRY ONIONS
- GREEN ONIONS
- POTATOES
- MUSTARD

ALEXANDER MARKETING CO.

John Benson, Manager

San Benito, Texas

Year-Round Showers----Miracle of Man-Made Rainfall

By the Roving Reporter

IN the routine of our daily occupations, we dwellers in the cities of the Lower Rio Grande Valley are likely to overlook the progress and scientific development that is taking place in the principal industry of the Valley—Agriculture. Sometimes we get in a rut, traveling the same route day after day from home to place of business, with occasional trips up and down the main concrete highways, and are greatly surprised when we learn of revolutionary improvements that have been quietly developing along the by-ways and in the extensive, rich agricultural areas so seldom seen by the average citizen. This writer was thus astounded recently.

We have all read humorous accounts of so called "Rain-makers," who sit beside ponds with umbrellas or perform other rites of hocus-pocus in the hope of coaxing reluctant showers from the cloudless sky. Imagine our surprise when we learned that many of the most prominent and successful farmers and orchardists of the Valley are regularly practicing the art of "Rainmaking."

Raining In The Sun

In driving down a palm-lined road through the center of a five hundred acre citrus orchard on a bright sunny day, our attention was attracted to a perfect shower of rain falling on a section of the grove. Investigation disclosed a string of pipe along the ground between the trees, with revolving sprinklers set at regular intervals, which were throwing streams of water clear above the trees to fall as a gentle rain in overlapping circles, providing a wide, straight strip of rain the entire length of the tree rows. Beyond the edge of the rain, several men were quickly and easily laying another string of pipe.

The obliging attendant informed us that the water was coming from a pumping plant somewhere in the distance. In answer to our inquiries as to the advantages of this system of irrigation, he told us many interesting things. It seems that, in order to irrigate a grove by the old-fashioned method, it is necessary to disc between the trees, then construct a "border," or small levee around each tree, then coax the water along the ground to fill these borders, where it stands until it soaks into the soil or evaporates. This leaves the soil packed hard and drives out the oxygen. When the soil has dried sufficiently, it is necessary to tear down the borders and again disc between the trees, to form a mulch to hold what moisture is left. This frequent discing destroys many valuable feeder roots near the surface of the ground.

SPRINKLER IRRIGATION SYSTEM IN OPERATION

Advantages Cited

He explained that the use of the sprinkler system eliminates the necessity for discing and for making and destroying borders; that it leaves the soil loose and fluffy and does not drive out the oxygen; that it washes the dust from the leaves of the trees, enabling them to breathe, and that it has a tendency to wash salt or alkalinity from the soil, instead of bringing it to the trees as is so often done by heavy applications of water by flooding. It seems that much better results may be obtained from a much smaller quantity of water when it is applied by sprinkling. The loose and fluffy soil does not lose its moisture like the hard-packed flooded soil. Also, he had another idea that sounded interesting to us. He called our attention to the moist, live condition of the soil that is so often found around trees in their natural state — in the woods — where nature takes care of the mulching by the dropping and decaying of leaves on the ground, to form a mat that insulates the tender feeder roots from the heat and prevents the evaporation of moisture. He was achieving this same result with his sprinkler system. The grass and weeds were premitted to grow between the trees. Each time it was necessary to sprinkle, these were quickly mowed by a cutter attached to a tractor and were permitted to lie on the ground and decay where they had fallen, thus forming the highly desirable mat.

Letters Tell Of Results

On our return to Brownsville, we called on "Rain Service," the firm that distributes portable irrigation pipe and sprinklers in twelve counties of South Texas. Irrigation systems sold by these people are being used by progressive growers of all kinds of fruits and vegetables in the Valley. We were shown letters from their customers, like the following from Evergreen Farms Company, of Raymondville. "In our production of the cereal grasses (oats, rye, and Sudan grass) and their dehydration in the lush, green stage, and the necessity of cutting same close to the ground with elevating harvesters, we found it absolutely impractical to use the old method of border irrigation. The lightweight Champion irrigation pipe and Buckner Sprinklers have solved all the irrigation problems. We can prepare and plant our land in such a way as to leave it level and smooth as a floor. We can rain on it whenever needed in just the right amount as often as we wish. We can apply fertilizer in the water stream in the most practical and uniform manner possible. The pipe is moved from one set to the next easily and economically. We operate day and night. The best proof of our satisfaction is that we now operate three complete sets of your sprinkling systems. Our first one delivers 750 gallons per minute. The next one deliveres 1020 gallons per minute. Our newest installation, powered with a 110 H. P. gas motor, delivers a maximum of 1900 gallons per minute, which enables us to rain 1 1-2 inches on 40 acres in sixteen hours."

Orval Stites, owner of Stites Berry Farms at La Villa and Donna, wrote as follows: "Just a few lines to let you know that our "Rain-maker" is working smoothly and is doing everything that we expected of it and, I might add, everything that you claimed for it. Of course, every detail in connection with this type of irrigation was gone into thoroughly before we made the purchase. We have found your "Champion Pipe" to be very practical and believe will prove to be very durable. We have found the equipment very effective and convenient in applying fertilizer. Although we have not used the equipment a sufficient length of time to determine its effect on the water table, we are confident that it will materially lower it. Light and frequent surface irrigations are much preferred to heavy and less frequent surface irrigations. If at any time we can be of assistance to you, do not hesitate to call upon us."

On Onion Field

And here is the opinion of Gorman Fox, proprietor of Fox Farms, Raymondville: "Whenever you have prospects interested in purchasing portable sprinkler irrigation systems, I shall be glad to have you show them my outfit in operation. It is doing a beautiful job of irrigating, and I feel very sure this type of irrigation will result in improved quality and yield from my onion crops. The application of water by the sprinkler system enables me to obtain better results with less water than is required for "flood" irrigation and leaves the soil in better condition. Flood irrigation causes the soil to pack, which necessitates cultivation to prevent cracking and loss of moisture, while sprinkling leaves the soil loose and in the same condition as if it had been moistened by a good rain. The washing of dust and insects from the onion tops seems to be a distinct benefit."

Some Prominent Users

Among the most prominent users of sprinkler irrigation systems sold by Rain Service are American Land Company of Texas, Harlingen; Brown-Williams Company, Mercedes; Engelman Gardens Association, Edcouch; Evergreen Farms Company, Elsa; Thomas Fairbairn, McAllen; Fox Farms, Raymondville; Fred L. Humphrey, Raymondville; Orval Stites, Donna; L. F. Lightner, Brownsville; Loop Brothers, Brownsville; Charles A. Messmer, Harlingen; W. A. Harding, Raymondville; Porter & Wentz, Inc., Brownsville; O. E. Stuart, Harlingen; Frank Hall, San Juan; Russell Plantation, Russelltown; Sams-Porter Corporation, Brownsville; D. J. Schwarz, Mercedes; Southern Floral Company, Linn; J. E. Garrett, Linn; A. N. Tandy & Sons, Los Fresnos, Wentz Farming Company, Brownsville; Adams Gardens Nursery Corporation, Harlingen; R & S Farms, Mercedes, and Mission Independent School District, Mission.

SPRINKLING — THE MODERN METHOD OF — IRRIGATING

OK — Champion
Light-Weight
Quick-Coupling
Portable
Irrigation
Pipe

◆

Latest Types
of
Improved Rotary
Sprinklers

◆

Crosses — Elbows
Tees — Caps
Eccentric Valves
Suction Valves
Flap Valves

JOHN E. OAKS
DISTRIBUTOR
Home 'Phone 1698 — Brownsville

ENGELMAN GARDENS ASSOCIATION
ORCHARD SERVICE DEPARTMENT

EDCOUCH, TEXAS

January 17, 1941.

Mr. John E. Oaks
Rain Service Company
Brownsville, Texas

Dear Mr. Oaks:

In the summer of 1939 Engelman Gardens Association purchased from you a portable sprinkler system which consisted of the light weight Champion four and six inch pipe with rotating sprinklers. This sprinkler system has given excellent results and it is being used to irrigate approximately three hundred acres of citrus and its usage has improved the condition of the trees and the land. A lessor amount of water is applied over the entire root area and to a depth in accordance with ones desire. This system has affected a saving in many instances of as much as from 30% to 40% of the irrigation water over the usual flood method of irrigation besides applying the water where it will be most effective. This is a practical and economical method of irrigation and the number of users of such a system will greatly increase in the Valley.

We wish to thank you for the personal service which you have rendered in connection with the installation, operation and maintenance of the system in order that we might secure the best results.

Yours very truly,

ENGELMAN GARDENS ASSOCIATION
ORCHARD SERVICE DEPARTMENT

BY: W. H. Hughes
W. H. Hughes, Farm Supt.

WHH:u

Let Us Plan and
Engineer an
Irrigation System
to Fill Your
Individual Needs

◆

Improve
the Quality and
Yield
of Your
Citrus and Vegetable
Crops

◆

RAIN SERVICE
GENERAL OFFICE
BROWNSVILLE, TEXAS
Maltby Building
Telephone
454

Sour Orange Is 'Mother' Of Grapefruit

The sour orange tree, which is highly decorative but produces fruit which makes lemons taste sweet, is the mother-tree for Valley citrus.

This tree has a sturdy stock, especially adaptable to Valley soil. This strength is imparted to grapefruit trees, giving them long life and stamina.

Procedure

Here is the usual procedure in production of grapefruit trees in the Valley:

Sour orange seeds are planted in beds. At the end of the first year, they are transplanted and at the beginning of the third year the grapefruit is budded on. After it "takes" and begins growing, the tree is transplanted to an orchard.

Peak Twelfth Year

Some trees produce a small amount of fruit after the third year and production increases gradually. Abundant crops are yielded by the sixth year. Peak of production is generally estimated at the 12th year.

Sweet oranges are also budded onto sour orange stock, the budding being done during the third year.

Valley Praised By Ernie Pyle

Among noted visitors who have written of the Valley is Ernie Pyle, Scripps-Howard newspapers' roving reporter. In a series of articles he had this to say.

"The Valley is a strip of richly irrigated fruit and vegetable land extending some 80 miles back from where the Rio Grande flows into the Gulf of Mexico, and varying from eight to 30 miles wide, northward from the river.

"This is where your famous pink grapefruit comes from. In this Valley live some 300,000 people. In it are a dozen and a half good-sized towns and innumerable crossroads settlements. In it are 22 newspapers, radio stations, good hotels, magnificent homes.

"The Valley looks like Florida, feels like Panama, sounds like Mexico, and acts like Missouri. Citrus news is the biggest news and the bigger papers have 'citrus editors.'

"The streets are lined with high straight palms; green groves border the roads for miles; patios and yards are draped with a tropical lushness of banana, papaya and bougainvillea.

"You distinctly get that feeling of another world. Coming south from San Antonio you drive through 225 miles of sagebrush—drab and endless — and then you suddenly pop right into the heart of this luxuriant tropical greenery."

Men Who Saw Valley Future Got Bargains

Men who early in the game saw the Rio Grande Valley's possibilities obtained land and built estates at prices which today would buy fractions of developed city lots.

The Young estate, for instance, began with $20.66, which John Young paid for a trace of 15,860 acres in 1855.

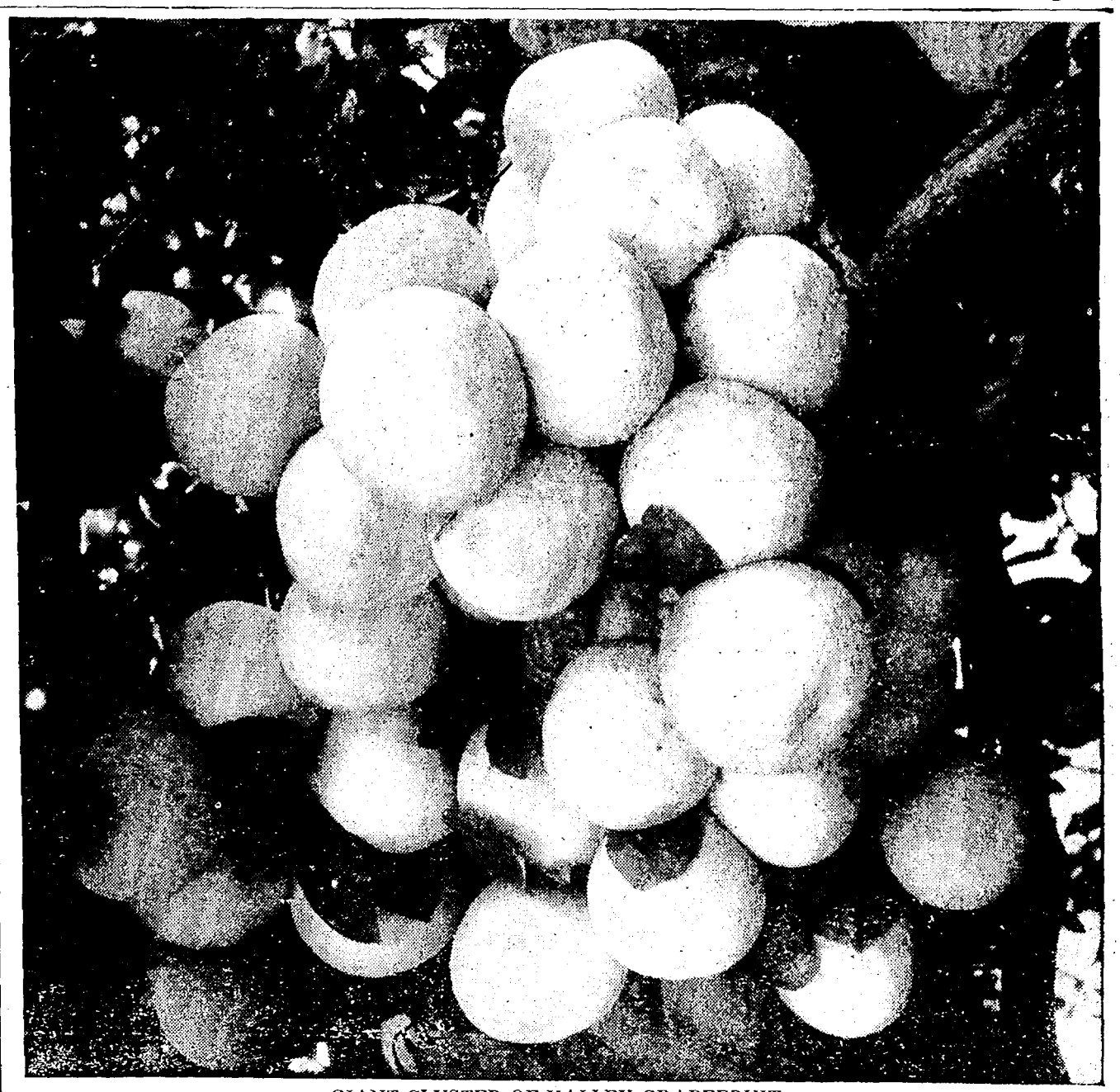
The King ranch got started on $4,000.

Another $188.20 added 118,807 acres to the Young estate.

Nearly 20,000 acres went to James N. Langstroth for $26.

In 1878, James Stillman bought 90,222 acres for $435.

The first migratory labor camp in Texas is located near Weslaco, Hidalgo county.



GIANT CLUSTER OF VALLEY GRAPEFRUIT

Prolific Lower Rio Grande Valley grapefruit trees yield not only the best fruit in the world, but in abundance. This cluster of 40 grapefruit is one of the largest recorded anywhere.

ORANGE GINGERBREAD

Over warm water, heat 1 cup butter, 1 cup molasses, 1 cup brown sugar, 1-2 teaspoon nutmeg, 1-4 teaspoon grated orange rind, 1-4 teaspoon grated lemon ring. Add 1 quart flower, sift again with 1 teaspoon soda. Mix well. Turn into greased and floured pan and bake in a moderate oven, or between 325 to 350 degrees, about 1-2 hour. When cool, cover with orange frosting.

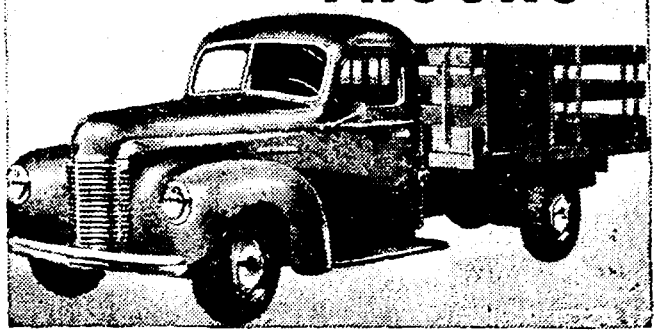
Texas Citrus Week Is Part of Fiesta

"Texas Citrus Week" is observed annually in the state during the height of the Valley harvest and usually coinciding with Mission's yearly citrus fiesta.

The first Citrus Week was proclaimed by Governor James V. Allred in 1935. Governor Lee O'Daniel has carried on the tradition with an annual proclamation.

SOME BRAKES! for Smooth Straight Line Stops!

THE NEW INTERNATIONAL TRUCKS



Drivers and owners and everyone in the hauling business are talking about the *New K-Line Internationals*—the better-than-ever, low-cost hauling champions! Try the new double-anchor hydraulic brakes . . . smooth, straight-line stops every time! No grab. Less heat. *New Safety!* Come in and see these new trucks. We'll gladly demonstrate.

We Also Sell FARMALL Tractors and Implements

WESLACO IMPLEMENT CO.

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TRACTOR PARTS

Complete Line
New and Used — for All Makes at a Big Saving

LEHMAN'S

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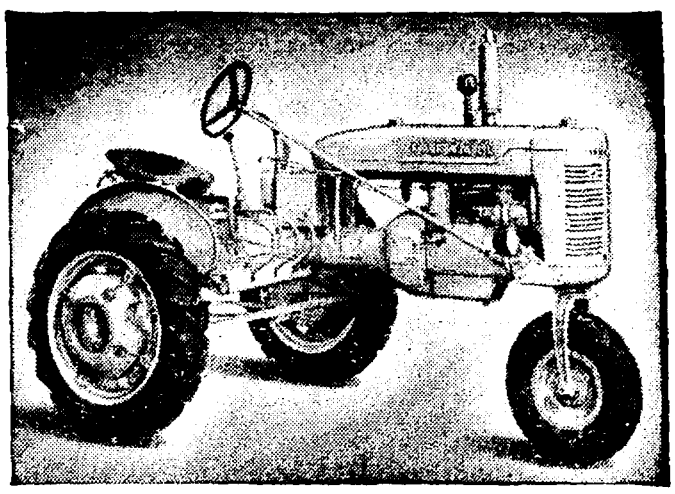


Let's Look at the Figures and See What You Get in the FARMALL-B

What do you get when you buy a McCormick - Deering Farmall-B Tractor?

Here are the specifications. Look them over and see if this new power partner measures up to what you want for your work:

ENGINE: 4 cylinders, 3-inch bore, 4-inch stroke. Engine R.P.M., under governor control, 900 to 1400. Replaceable cylinders. IHC magneto with automatic impulse coupling. Oil-type air cleaner. Oil filter with replaceable element. Fuel filter. 16-inch fan.

SEAT: Offset, featuring "Culti-Vision." You can see your work from where you sit—in comfort.

WHEELBASE: 74 inches; 7½-ft. turning radius (with wheels set to 66-inch tread).

GROUND CLEARANCE: 21 inches.

FORWARD SPEEDS: 2¼, 3⅝, 4¾, and 10 m.p.h. on 8-24-in. tires.

CLUTCH: 9 inches; brakes external contracting on differential drums, pedal-operated.

Doesn't that sound like a lot of tractor? We think it does. Better start thinking about a new Farmall-B for the coming year's work. Certainly wouldn't do any harm to come in and talk things over. You'll be surprised when you hear about the low price on the Farmall-B.

Aldridge-Washmon COMPANY

McCormick-Deering Farm Machinery—International Trucks

Brownsville San Benito Harlingen

100 Churches Serve Valley

Approximately one hundred Valley churches hold regular services in the Lower Rio Grande Valley.

Practically every denomination is represented, making it possible for worshippers to attend the church of their choice within their home communities.

Some of the most handsome edifices in the Valley are church buildings, among which are excellent examples of landscaping and ornamental plantings.

Architecturally the churches range from Old Gothic, which include some of the earliest church structures in Texas, to Modern Spanish.

Ceremonies of religious nature, particularly on the major holy days and during Christmas and Easter time, fill an important place in the life of the Valley.

Oratorios and other special presentations are featured periodically, and preparations are being made this year for Valley-wide union sunrise services at some central place on Easter Morning.

Highway Parks Beautify Area

Four highway parks have been created as part of the road beautification program in division 21 of the state highway department, with headquarters in the Valley at Pharr.

Two parks are located in the Hidalgo county, one in Brooks, and another in Webb county.

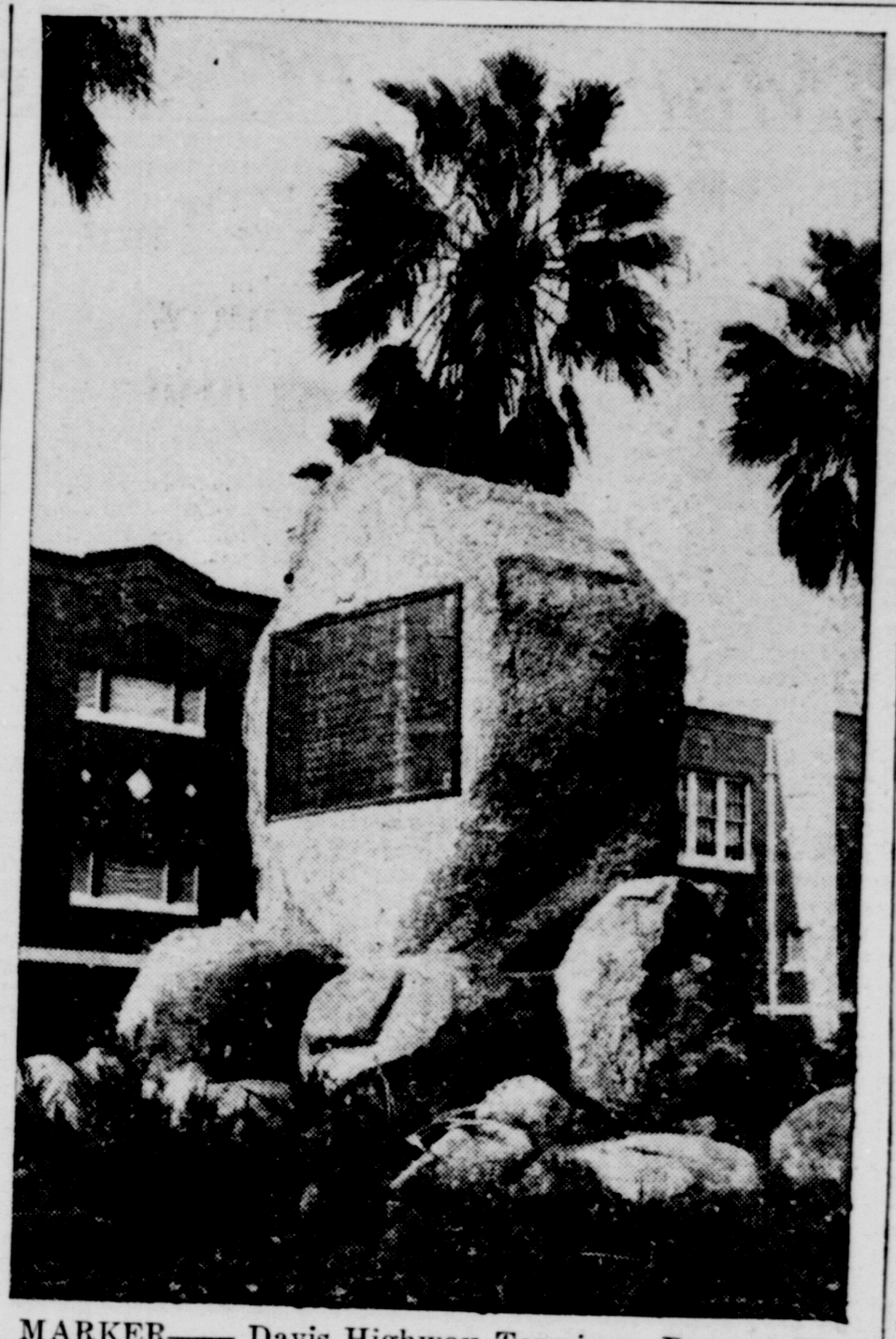
In addition, numerous small rest stops known as "turnouts" have been landscaped at various places along highways in the Valley. At these spots, motorists can turn in for a short rest, to change drivers, to eat lunch.

One of the finest of the roadside parks in the division is the one on U. S. Highway 281 between Pharr and Hidalgo in Hidalgo county. Another has been placed south of Mission.

Several more parks are planned, including one in Cameron and another in Willacy county.

OAKS RECOMMENDED

Recommended for planting in the Lower Rio Grande Valley are the Spanish oak, which does not shed leaves, and the Holly leaf oak, recently brought here from California.



MARKER—— Davis Highway Terminus, Brownsville

South Originated Garden Club Idea

The American garden club movement, of which the Valley and State garden clubs are a part, is fairly young, but has spread rapidly throughout the country.

In 1920, a movement was started in Virginia by a small group of nature-loving citizens for the preservation of native trees and shrubs and wild flowers. This soon developed into a statewide organization.

By May, 1926, in Atlanta, Georgia, thirteen states combined into one unit and adopted the name of "Garden Club." In 1929, the National Council of State Garden Clubs was organized. By 1937, every state in the union was represented, and membership had reached 9,000 clubs.

Canada and Mexico also have joined the movement.

The scope of the movement, originally aimed only at conservation, has spread as the national organization has grown.

Among the chief current objectives is highway beautification. This covers creation of roadside parks, planting of native trees, shrubs and wild flowers along the highways, and removal of billboards and other structures that hide the natural beauty of the roadsides.

In some states, the garden clubs have been instrumental in obtaining legislation restricting use of billboards, along the highways and prohibiting dumping of trash or otherwise defacing natural beauty spots.

Rose Day Honors Julia Montgomery

The Lower Rio Grande Valley annually observes "Rose Day" in honor of the late Julia Cameron Montgomery, original sponsor of extensive rose plantings and beautification in this section.

She also was the donor of the Rose Cup, now held by Pharr, which is awarded annually to the Valley city that has done the most during the year toward beautification and general civic improvement.

Each Valley garden club has undertaken planting of a special plot of ground with roses as a permanent reminder of the excellent work done by Mrs. Montgomery.

Valley Builds Trailer Camps

Trailer tourists are now flocking to the Valley in greater numbers than ever before.

This influx has brought about building of newer and improved accommodations for these "gypsies of the highways."

More than a score of trailer camps, in practically every town in the Valley, are available.

An indication of the increasing popularity of Valley travel among the trailer dwellers is the phenomenal growth of facilities in McAllen.

A new park recently opened there, with 18-car capacity, has brought the total number of trailer camps in McAllen to ten.

Pharr boasts a municipally-operated tourist park. Almost anywhere along the Valley highways, trailer-tourists can fild ample accommodations.

Organizations Knit Valley Interests

Helping to knit the Lower Rio Grande Valley—with its relatively dispersed population having common interests—into a more unified community are the numerous Valley-wide business, fraternal and professional organizations.

These groups, with separate organizations in each community, hold regular Valley-wide meetings, discuss problems affecting the entire section.

Among these groups are such organizations as the Valley Safety Traffic Association, the Valley Educational Association, the Valley Pastors Association, the Valley Mayors Association, the Valley Bankers Association, the Valley Peace Officers Association, the Bi-County Medical Society, the Valley Chamber of Commerce secretaries association, the American Legion and Legion Auxiliary, and numerous others.

Besides, practically every town has a Rotary, Kiwanis, Lions and 20-30 luncheon club, which hold Valley-wide meetings at intervals, and sponsor Valley-wide projects.

TRAVELERS' TREE

The "traveler's tree" is a fan-shaped tree somewhat resembling the banana tree. Its leaves are like those of the banana, but grow in one plane. It is called the "travelers' tree" because there is always a drink of water at the base of the trunk.

DONNA—Home of the Bougainvillea Pageant!

SERVED BY

CITIZENS STATE BANK

DONNA, TEXAS

Member Federal Deposit Insurance Corporation

THE FIRST NATIONAL BANK OF LA FERIA

La Feria, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Every Man . . .

MAKES HIS OWN CREDIT RATING

—WE KEEP THE RECORD

RETAIL MERCHANTS ASSOCIATION MEMBER

Retail Merchants Association

CLAIRE KEY, Secretary-Manager

BROWNSVILLE, TEXAS

Los Fresnos State Bank

- A Progressive banking institution
- in a Progressive community

◆

Member F. D. I. C.

Los Fresnos, Texas

CONGRATULATIONS—

To those who have worked so loyally to make the Bougainvillea Trail a reality. My prediction is that this will become an outstanding event among flower lovers in Texas and contribute greatly to advertising our Valley.

State Representative

HOMER LEONARD

Speaker of the House

Points With Pride To The LOWER RIO GRANDE VALLEY OF TEXAS

We're proud that we're a part of that vast unity known to the world as the Lower Rio Grande Valley of Texas. And It's with pleasure that we review a history of this bank and to find that we have in many instances aided the growth and development of this land of ours.

That's why we're proud of the Valley when all Texas points toward the southern tip of the great state as the nation's richest agricultural area and a rising industrial empire.

FIRST NATIONAL BANK

HARLINGEN, TEXAS

Member Federal Deposit Insurance Corporation

Valley Served By Many Types Of Institutions

SERVICES that provide health, comfort and convenience are abundantly available for residents and visitors in the Lower Rio Grande Valley.

Within easy reach of residents anywhere in the four Valley counties are physicians and surgeons, stores of every kind, restaurants, beauty parlors, laundries, dairies, gas service stations, and scores of other types of institutions to care for multiple human needs.

Census Figures

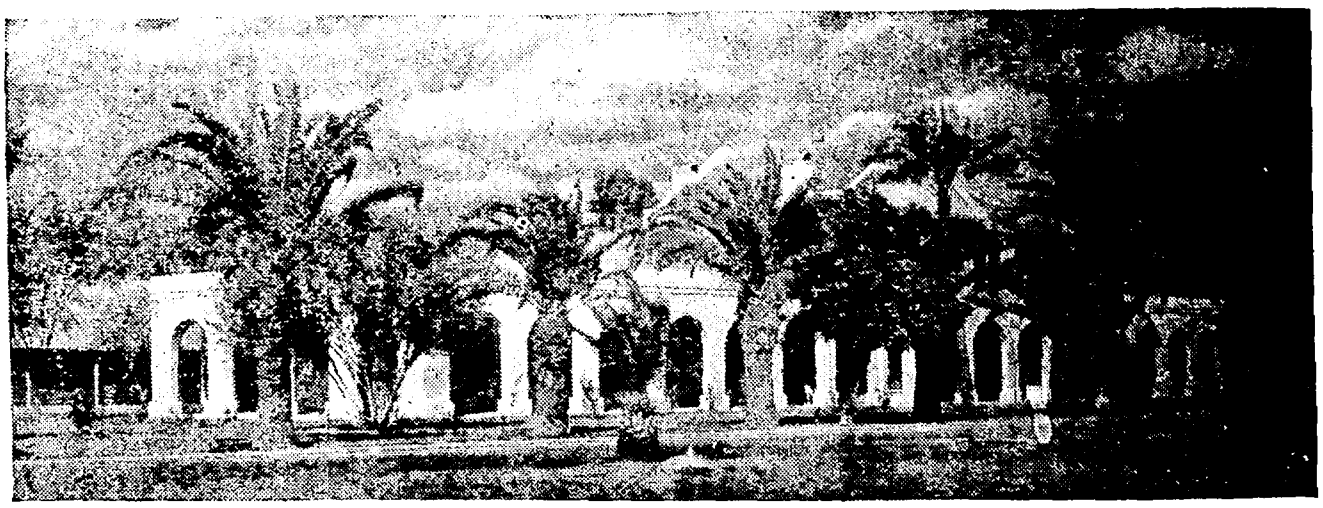
More than 3,000 individuals and firms in the Valley are engaged in business and personal services, in professional, trade or commercial capacity.

A recent U. S. Department of Commerce census shows that the Valley has 890 service firms, not counting professional groups or retail stores. These institutions do an annual business of approximately $2,500,000 with total payrolls of more than $600,000.

Groups Listed

A survey of the Valley reveals the following active in this section:

140 physicians and surgeons, 90 drug stores, 40 dentists, 20 chiropractors, 23 agricultural implement dealers, 44 automobile dealers, 106 auto repair shops, 140 barber shops, 70 beauty parlors, 10 book stores, 19 banks, 60 cleaning-pressing-tailoring establishments, 70 dairies and milk products establishments, 10 dancing schools, 175 clothing-dry goods-department stores, 20 florists shops, 55 feed-seed stores, 35 furniture stores, 10 gift shops, 475 grocery stores and meat markets, 6 hotels, 10 laundries, 30 jewelry-optical goods-watch establishments, 25 weekly and five daily newspapers, 30 plant nurseries, nine optometrists, 15 photographers, 30 plumbers, 35 job printing plants, 25 radio service and sales shops, 12 refrigerator service and sales establishments, 300 restaurants-cafes-coffee shops, 320 service stations, 60 tourist camps, seven voice and piano schools.



HOSPITAL BUILDING, FT. RINGGOLD, RIO GRANDE CITY

* * * * *

Historic Army Posts Located On Rio Grande

(Photos on Pages 12 and 13)

The Valley's historic army posts add to the cosmopolitan atmosphere of the section and provide interesting scenic drives close to the romantic Rio Grande.

Fort Brown, located at Brownsville, is the oldest United States military post on the Rio Grande. It was built in 1846 and was originally known as Fort Taylor and was named later in honor of Major Jacob Brown, who fell in its defense. Some of the original earthworks still stand.

Fort Ringgold, at Rio Grande City, was built in 1848. A number of the original buildings in excellent condition, are still standing and in use. Among the buildings is one which was occupied by Gen. Robert E. Lee.

Both garrisons are handsomely landscaped, with great variety of flowers in the gardens of officers and non - commissioned officers' homes. The trees on the grounds include palms, grapefruit, orange, ebony, huisache, retama and many others.

The area of the Valley is greater than that of the State of Delaware.

Mission Boasts Roadside Park

A two-unit roadside park between Mission and McAllen is one of the highway beauty spots in the Valley, indicative of more to come as the highway beautification program progresses.

Carpet grass has been planted on these parks, one of which is bounded by a hedge of native zitherwood, which blooms with white flowers in the summer and bears deep-orange or flame-colored berries in the winter.

In the second unit, a pool has been designed for native water lilies and other water plants. The pool has been surrounded by carpet grass and native flowers and shrubs.

A feature of the park landscaping is a huge star, 80 feet in diameter, which has been planted with purble bougainvillea.

Other plants featured include experanza, Brazilian peppers, pampas grass, poinsettias and hibiscus.

CITRUS DESSERTS

Many desserts are made from citrus fruits. These include chiffon puddings, marshmallow combinations, puddings, ice creams, sherbets, charlottes and sponges. In pies alone, citrus fruits have such classics as lemon meringue, layer cakes, and cake fillings.

Wells? No, But Name Of 'Norias' Gets By

Norias in Willacy county was named after Judge James B. Wells, important figure in early day Texas, and for a long time a resident of Brownsville.

The town was so named despite the objections of Col. Uriah Lott, promoter of the St. Louis, Brownsville and Mexico railway.

Judge Wells was attorney for the railroad. When stations were being named along the route, someone suggested that one be called "Wells." Col. Lott didn't get along so well with the judge and protested.

"How about Norias?" he was asked.

"Fine," he said.

He didn't know that norias is the Spanish word for wells.

Hospital For Army Vets Goal of Drive

Establishment of a hospital in the Valley for ex-service men is being pushed by the Veterans of Foreign Wars.

The former Delta club house near Lasara has been recommended as a site for the hospital, which would accommodate 400 patients.

The ex-service men's hospital at Legion, Texas, nearest this section, is about 350 miles away.

Texas' first community forest was opened at Luling.

Weslaco Birthday Feted In Valley

"The City That Had Its Face Lifted," Weslaco, generally recognized as the Valley's geographical and population center, celebrated its 21st birthday in 1940.

The birthday party lasted two days, featuring flower, fruit and vegetable exhibits, numerous musical attractions, and the annual style show.

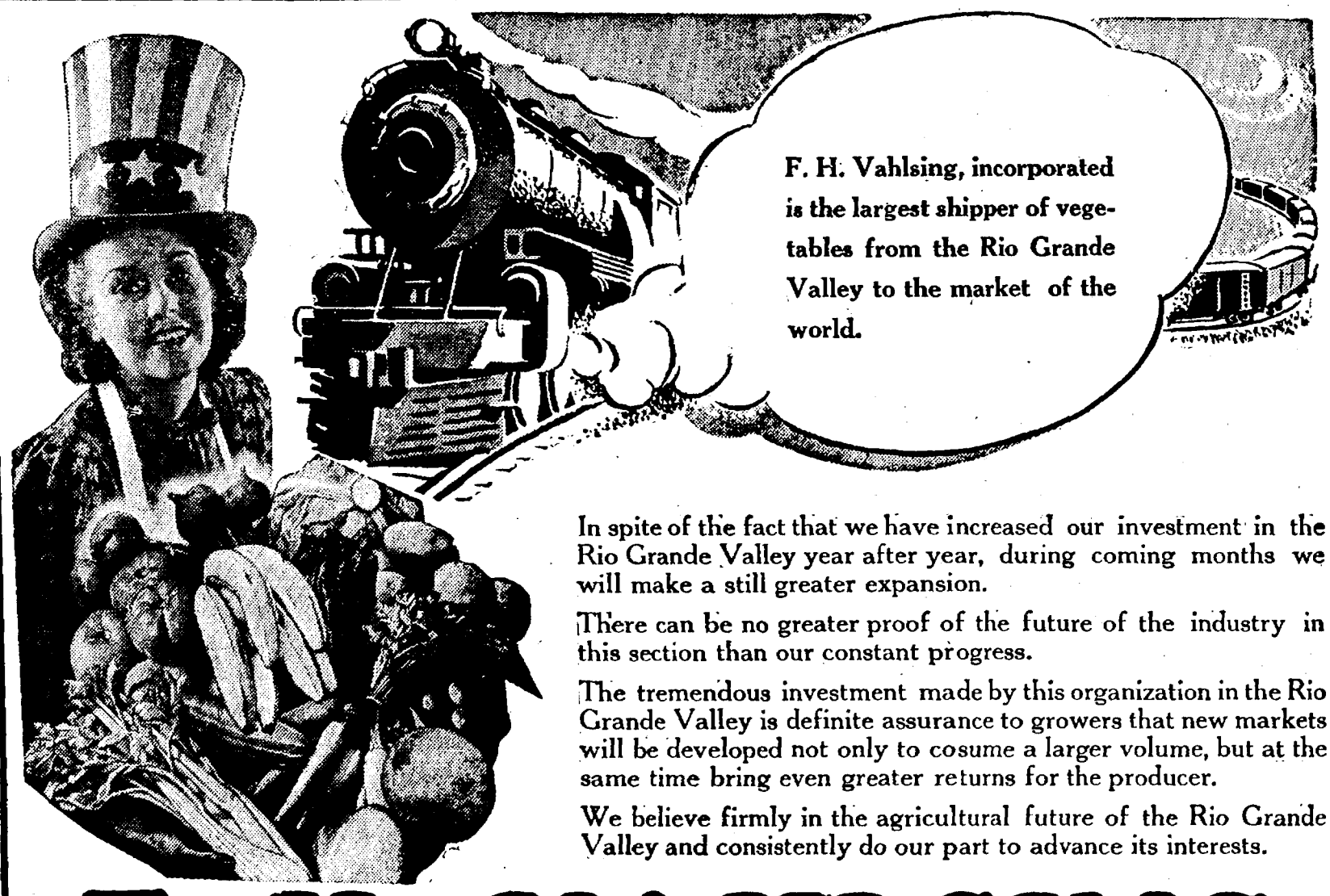
Weslaco has a municipally-owned trailer camp.

The city was opened with a lot sale December 1, 1919, held by E. C. Couch and brothers and R. L. Reeves, who bought the land from the W. E. Stewart Land company, for whom WES(tuart)LA(nd)Co(mpany) was named.

In the famous "face lifting," the entire business district was remodeled in Spanish-type architecture and trimmed with uniform neon signs.

HUGE ORANGES

Huge oranges, measuring 19 to 20 inches in circumference, and weighing between two pounds and two and a half pounds, were displayed during the Texas Citrus Fiesta in Mission. They were grown in the R. B. Shary grove near Mission.



F. H. Vahlsing, incorporated is the largest shipper of vegetables from the Rio Grande Valley to the market of the world.

In spite of the fact that we have increased our investment in the Rio Grande Valley year after year, during coming months we will make a still greater expansion.

There can be no greater proof of the future of the industry in this section than our constant progress.

The tremendous investment made by this organization in the Rio Grande Valley is definite assurance to growers that new markets will be developed not only to cosume a larger volume, but at the same time bring even greater returns for the producer.

We believe firmly in the agricultural future of the Rio Grande Valley and consistently do our part to advance its interests.

F. H. VAHLSING

MELVIN A. GIESE, Manager INCORPORATED RAYMONDVILLE — ELSA

Valley Garden Club Movement Grows Rapidly

Organization Launched At 1935 Meeting

THE Valley Garden Club movement, which has developed into one of the most important civic enterprises in the region, got its big start in 1935.

On September 24 of that year, J. W. Puckett, Pharr, Division 21 engineer for the state highway department, called a meeting of all Valley civic clubs to discuss planting of flowers and general highway beautification.

This meeting, held in La Feria, was attended by representatives from Brownsville, Harlingen, San Benito, La Feria, Elsa, Edcouch, Weslaco and Pharr.

Flowers Chosen

At this time, Harlingen had had a garden club functioning for about 10 years and Weslaco had organized a garden club. But this meeting set off garden club activities on a Valley-wide scale.

The group decided to adopt the poinsettia and the psych hibiscus —a small red variety of hibiscus, the most prolific, hardiest, and brightest colored—as the ones most suitable for general planting.

Council Formed

From this meeting has developed one of the most important and best coordinated garden club organizations in Texas—The Lower Rio Grande Valley Council of Garden Clubs.

In the council now are garden clubs of Brownsville, Donna, Edinburg, Harlingen, La Feria, Los Fresnos, McAllen, Mercedes, Mission, Pharr, Port Isabel, San Benito, San Carlo, Elsa, Weslaco, Rio Grande City.

With a membership of more than 1000, the council has been stimulating interest in and spreading knowledge of different forms of gardening, promoting general civic improvement, creating friendliness and more harmonious relations between the citizens of the several towns, and sponsoring a Valley-wide program of conservation and beautification.

The council holds regular monthly meetings, each member club serving as host.

BIBLICAL BUSH

The Jerusalem Thorn (Retama or Palo Verde tree) native to the Lower Rio Grande Valley is the same one which is believed to have been mentioned in the Bible, Exodus III, 2: "And the Angel of the Lord appeared unto him in a flame of fire out of the midst of a bush and he looked, and behold, the bush burned with fire and the bush was not consumed." The orange-red flowers of the retama sometimes produce the impression of brilliant flame.

The Photographs....

MOST OF THE pictures in this 1941 Bougainvillea Trail Invitation Edition of the Star-Monitor-Herald were taken by Johnny Martin, Harlingen, photographer for the special edition.

Besides those, however, a large number are the work of other photographers and newspapermen, and the editor of this edition hereby gratefully acknowledges their assistance.

Glenn Dennis of Pan American Airways, Brownsville, provided several of the most striking photographs in the edition, including the section cover showing Miss Luz Cantoya of Brownsville in China Poblana costume; the airliner photograph on the cover of the transportation section; photographs of old Mexico scenes, of activities at Brownsville airport, and others.

To Hart Stilwell, Brownsville, the edition is indebted for all the photographs of hunting scenes, as well as most of the fresh water and salt water fishing photographs, most of the Charro Days photographs, and some of the other outdoor scenes.

The excellent photograph of Bullfighter Lorenzo Garza, in action in the Matamoros ring, was made by Oscar J. del Castillo, Spanish section editor of the Brownsville Herald.

View of the Brownsville turning basin and several pictures of Port Brownsville were made by A. Rogers, Brownsville.

Jack Purnell, Valley Morning Star photographer, Harlingen, made the picture of the Port Isabel refinery and others.

Mynatt Smith, Valley Evening Monitor, McAllen, managing editor, provided photographs of the McAllen Fourth of July celebration bathing beauty revue and others.

Charles Holbrook, Harlingen, made the photo of the Girl Reserve camp. Print furnished by Harlingen Chamber of Commerce.

Harry Foehner, of the Valley Morning Star, made the picture of flax-growing, other farm pictures and most of the photographs of native Valley trees.

The charming girl pictured taking a sunbath atop a load of grapefruit (Citrus Section Cover) is Miss Norma Lee Staggs of Harlingen.

J. H. PLENN
Special Edition Editor

Year-Round Garden Events On Calendar

WOMEN active in garden club work have an almost constant round of events over the country to keep up their interest.

From February to November, there is a steady series of flower shows, club meetings, flower trails, pilgrimages in many parts of the country.

Some garden club members spend a large part of the year traveling over the country from one event to the other.

Mexico Pilgrimage

One event which usually starts off the garden club is the annual pilgrimage to Mexico, a week's trip that covers points of historic and scenic interest in the southern republic.

The pilgrimage usually takes place late in February or early in March. This year it will follow the Texas state garden club convention in the Valley, March 12-14.

National Flower Show

During February or March another event of general interest is the national flower and garden show.

Other events later in the year include:

Peace blossom pilgrimage in Parker county, Texas.

Natchez, Miss., garden club pilgrimage.

Historic tour of old homes at Mobile, Ala., and Seven-Cities-By-the-Sea festivities, Pass Christian, Miss.

St. Louis, Mo., flower show.

Audubon pilgrimage, St. Francisville, La.

Massachusetts Horticultural society annual meeting.

Rose Society

American Rose Society, annual spring meeting.

International Flower show, New York City.

Philadelphia Flower show.

Garden tour, Shreveport, La.

Detroit flower show.

Chicago flower show.

South central states garden clubs annual meeting.

Texas federation of garden clubs annual meeting.

Bluebonnet Festival

Bluebonnet festival, Navasota, Texas.

Spring festival, Greenville, Miss.

Pilgrimage to Abraham Lincoln Memorial garden, Springfield, Ill.

Annual meeting National Council of Garden clubs.

Semi-annual meeting National Council of Garden clubs.

Tyler rose festival.

Texas state fair flower show.

Garden conference, Texas State College for Women, Denton.

Waterlilies Indigenous To Valley

Two waterlilies—Castalia elegans and Castalia Mexicana—are indigenous to the Lower Rio Grande Valley.

Castalia elegans was discovered by Charles Wright, in a pond at the head of the Leona River, Texas, in 1849. It was first described by Hooker in 1851 and rediscovered in Waco later. In 1888, it was collected by C. G. Pringle in a resaca near Brownsville, and again the same year by G. C. Neally at Santa Maria, in Cameron county.

Castilia elegans is a beautiful waterlily, with suborbicular, peltate leaves floating on the still waters of ponds and resacas and its delicate pale blue, fragrant flowers standing above the water. The flowers open about 9 a.m. and close about 1 p.m. daily.

Castalia Mexicana was first collected by Prince Karwinski, in Mexico, in 1827 It was first collected in Texas by C. G. Pringle in 1888 in a resaca near Brownsville and by G. C. Neally near Rio Grande City. The leaves are floating, suborbicular, peltate and on a long stem. The flowers are yellow, and commonly rise above the water, but sometimes float. The flowers open about 1 p.m. and close about 5 p.m.

Mexico Tour To Follow Convention

Garden club members from all over the United States will gather in the Lower Rio Grande Valley for the annual flower pilgrimage to Mexico, to start March 14, closing date of the Texas Federation of Garden Clubs convention.

The pilgrimage will remain in Mexico until March 24, entering that country at Matamoros, opposite Brownsville.

The tour is conducted by Mrs. Ben G. Oneal, Wichita Falls, pilgrimage chairman of the South Central region garden clubs.

Says Mrs. Oneal:

Must Be Visited

"The Texas gardeners believe that a nation's flower world, to be appreciated must be visited and they annually invite all gardeners to know and love Mexico with them in the annual pilgrimage to our neighbor, 'A foreign land, just a step away.'

"The 1941 pilgrimage affords opportunity of knowing the tropical plant life of Southern Texas, where the Texas gardeners gather March 12, 13 and 14.

World of Beauty

"Tropical flowers are a world of beauty within themselves, a world that lures gardeners to the Mexico pilgrimage. At a time when a war-torn world recalls the destruction of flower spots in Europe, gardeners again pay tribute to those oldest gardens on the North American continent, those around Mexico City.

"Among the gardens to be visited are some that were thriving before Columbus discovered America."

Garden Movement Nationwide

GARDEN club activities and objectives vary in different states, although the central aims of conservation and beautification remain the same.

Virginia and Tennessee, for instance, have been reconditioning and preserving their historic homes, restoring the grounds to the original landscape settings, and conducting pilgrimages over the states to these old Southern mansions.

Mississippi has also preserved many of its old homes. The pilgrimages to these interesting spots are the principal feature of the annual Natchez festival.

Alabama has established a trail for its state flower, the azalea, which begins at Mobile and circles the entire state.

Colorado is stressing its state ing all citizens to plant a blue spruce on their grounds to be used as a permanent Christmas tree. State highways are being lined with spruce and where erosion of soil or washing occurs, rock gardens are being built and set with native evergreens.

Texas, near the bottom of the list originally in highway beautification work, now ranks among the leaders in this work. Thousands of native trees have been planted, and most of the cities are beautifying their highway entrances with mass plantings of flowering shrubs.

In the Valley, since adoption of the plan to hold an annual Bougainvillea Trail pilgrimage, thousands upon thousands of cuttings of this plant have been set out, in public parks, in front of schools, and in many homes.

Welcome .

TO . . .
Charro Days
BROWNSVILLE
and
The Lower Rio Grande Valley

LIBERTY MILLS
SAN ANTONIO, TEXAS
Manufacturers of
"HEARTS DELIGHT" and "PURITY"
Companion Trademarks of
TEXAS' FINEST FLOUR

Pause and Turn to Refreshment!

YOU TASTE ITS QUALITY
5¢
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
BROWNSVILLE COCA COLA BOTTLING CO.—
PHONE 5—10th & WASHINGTON.

ROLLINS MACHINE CO.
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CRANKSHAFT GRINDING with SPECIAL EQUIPMENT

Sunnen Crankshaft Grinder grinds your crankshaft without removal from your engine

Landis Crankshaft Grinder
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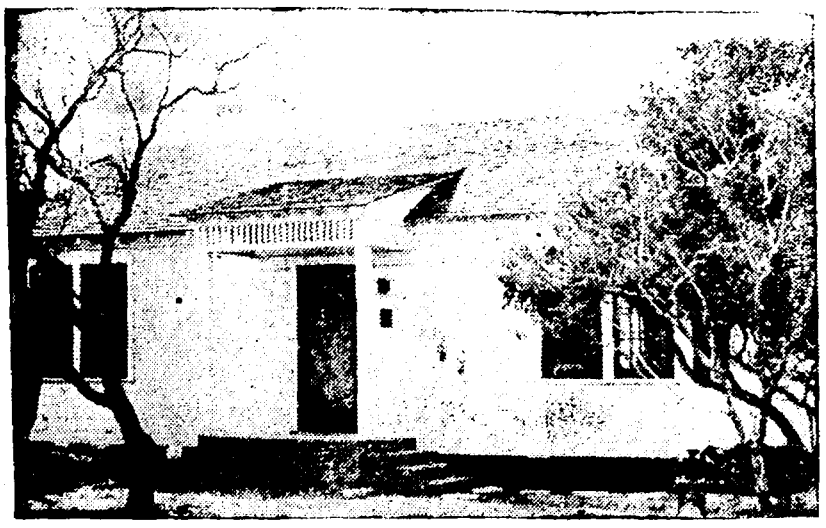
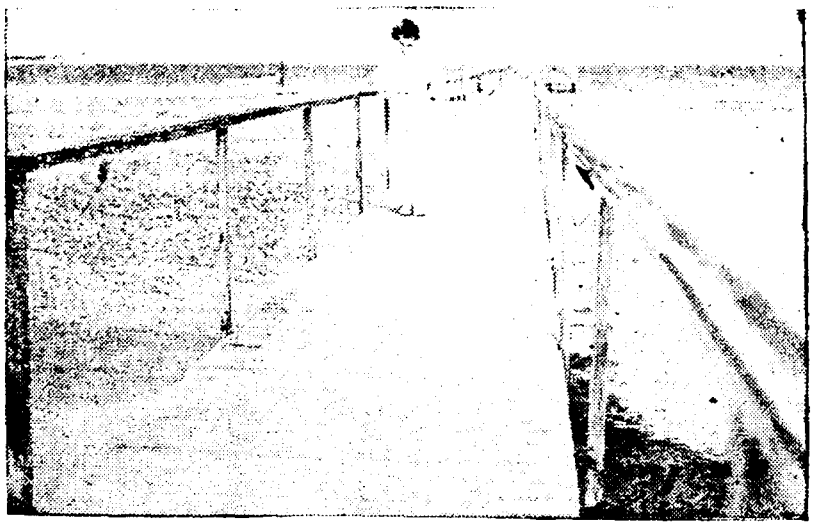
Laguna Vista Developing Valley Beach Resort

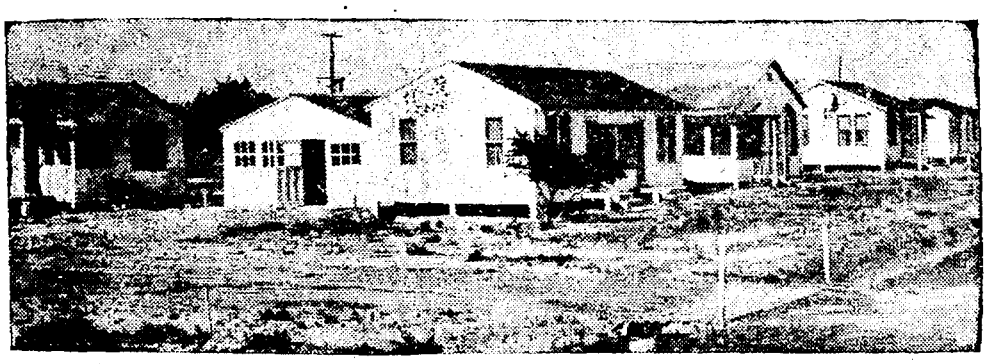


TYPICAL HOME



PLEASURE PIER

STREET AT LAGUNA VISTA



RESIDENTIAL SECTION

Mount Vernon Estate Grew Citrus Trees

Mount Vernon, George Washington's estate, grew some of the earliest citrus trees in the United States, it is revealed in Martha Washington's cookbook in the library of the Pennsylvania Historical society.

The book includes 24 recipes on use of oranges and lemons.

Citrus fruits in those days were rare. They were considered valuable, not only for their juice, but for the flavor of the peel.

Directions are given for preserving orange peel and for use of the peel in marmelade, in mince pie, orange candy, and orange biscuit and cakes.

Lemons were used for making wine, for pickling fish, for seasoning vegetables and flavoring roasts.

The book gives no hint that fresh oranges were eaten raw or that use was made of the juice as a beverage.

Mother Neff state park in Coryell county is named after Mrs. Isabella Neff, mother of Former Governor Pat Neff.

Residential Building On Boom There

DEVELOPMENT of Laguna Vista, high class residential and resort sub-division located on the famous Laguna Madre, was given impetus with the announcement that several new homes are to be constructed immediately.

Foremost among the houses to be built is one for Capt. and Mrs. R. L. Meredith, of Booten, N. J. The building, already under way, is to be of Spanish design, with nine rooms and three baths, aside from garage and servant quarters. It is located on a large site, facing the laguna.

Other Homes

Several other homes of six rooms and two baths are also to be started immediately.

Embracing 3,000 acres, Laguna Vista has a frontage of four and one half miles on the Laguna. The land is almost perfectly level, high in elevation, sloping gently toward the water's edge. It borders state Highway 100 and is close to Port Isabel.

Parks And Playgrounds

With several large areas set aside for parks and playgrounds, the beauty of the property is further enhanced by gracefully curved streets, the main thoroughfare being divided, with a park in the center.

Laguna Vista was designed not only as a year-round residential community to appeal to those who desire the benefit of the cool Gulf breezes in the summer and the warm winter climate, but also for vacationists and tourists. Among the facilities provided for the entertainment of visitors and residents are tennis courts, archery range, shuffle-board, croquet grounds, sail, fishing pier and sail-boating.

New Projects

Among projects contemplated for the immediate future is a cottage city, tourist courts and a modern cafe, specializing in sea foods.

Famous for its fine fishing and boating, Laguna Vista is known all over the south. With accommodations for visitors it is expected that a large resort development will follow.

Adjacent to Port Isabel, where the world-famous fishing rodeo is held each summer, sportsmen have evidenced a keen interest in the high type Laguna Vista development. Though located by the Gulf, the community is the closest beach resort to the center of the lower Valley. Golf, hunting, horseback riding and other outdoor sports are available close by.

Development Company

The Roloff Development company is headed by R. W. Roloff, executive of a large radio tube manufacturing company in New England for the past fifteen years. Mr. Roloff has been highly successful in his manufacturing enterprises. Associated in the development project with Mr. Roloff are his two sons, R. F. Roloff and A. C. Roloff. Both are engineers and construction experts, having large interests in Kirkwood, Missouri, where they have been in business for many years.

A. C. Roloff arrived from Kirkwood recently to take active charge of construction activities on the property. He has just completed an attractive new home on Santa Isabel Boulevard at Laguna Vista.

J. M. Kessler, of Oklahoma City, was recently appointed selling agent for the property.

Terracing Projects Started On Ranches

Terracing demonstrations have been established on Valley range lands to show that this type of conservation is valuable for brushland as well as cultivated acreage.

Two major demonstrations set up are those on the Henry Goedrich farm and the 700-acre Milton West ranch in western Hidalgo county.

The terracing not only conserves rainfall, but permits the land to shed excess water and in time is expected to result in resodding of large tracts of bare pasture land.

I've opened the gate and turned out the cow,
I get my vitamins from a fruit tree now.
Use grapefruit Juice instead of cream;
Breakfast becomes a beautiful dream.
All the vitamins in the health-food roll,
Are now contained in the cereal bowl.

Grapefruit Juice tunes your stomach; adds flavor;
Gives a plus appetite;
Makes you feel just about right.
Cheap in cans. No bottles to wash or break.
Use Grepefruit Juice for Health and Economy's sake.

Reagan Canning Company

Packers of Texas Quality Grapefruit Juice, Sauerkraut, Tomatoes
McALLEN, TEXAS TELEPHONE 929

It's In the Bag

TEXO FEEDS

A feed for every feeding need under Texo, Green Ball or Charro brands. Made from the choicest ingredients.

Year-'round Cash Buyers for Valley Grain—at Top Market Prices

BURRUS FEED MILLS

Manufacturers and Wholesalers of Highest Quality Grain and Grain Products

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THE MODERN WAY—
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The Story of Citrus:

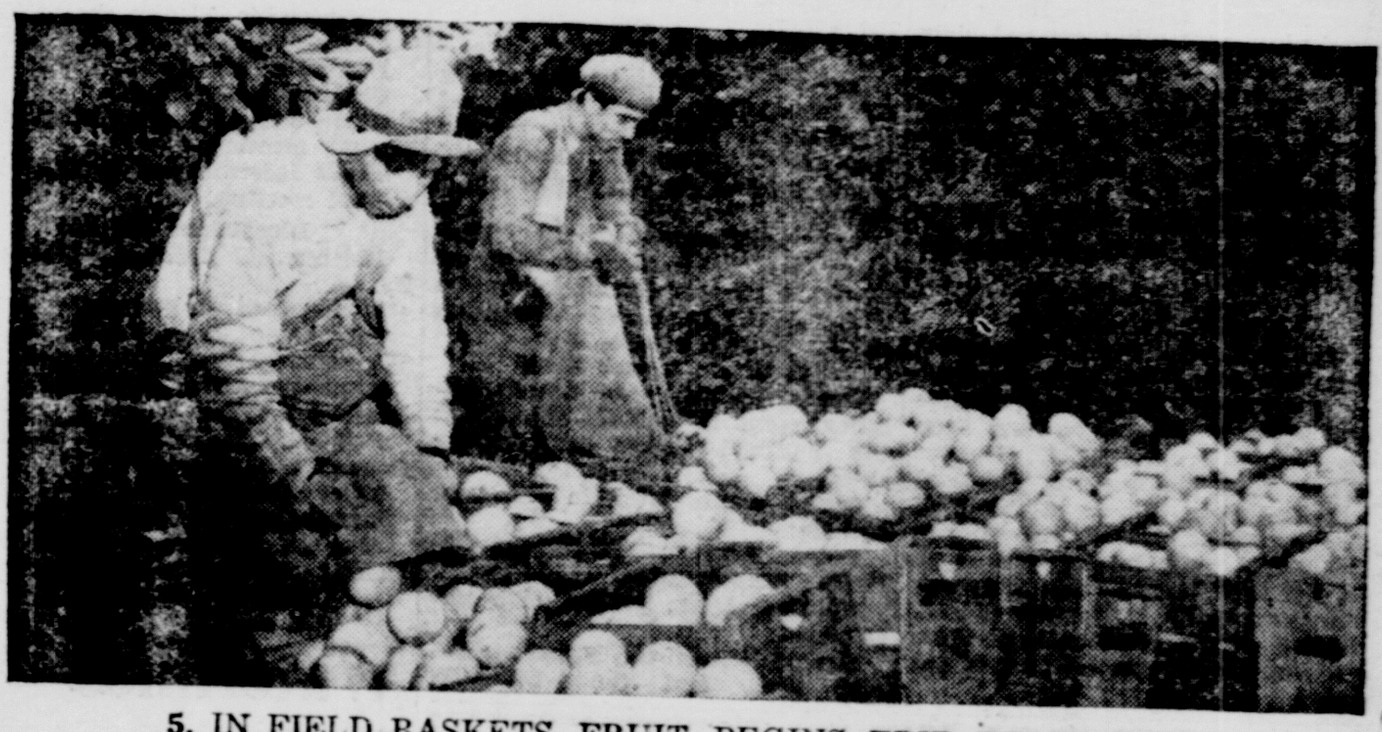
Key to Lower Rio Grande Valley Amazing Growth, Citrus Represents 120-Million Dollar Investment

1. YOUNG TREES ARE BANKED WITH LOOSE EARTH

2. 'ON THEIR OWN,' YOUNG TREES BEGIN TO SPREAD

3. MATURE ORCHARD, BEARING FRUIT

4. SKILLED HANDS PICK FRUIT

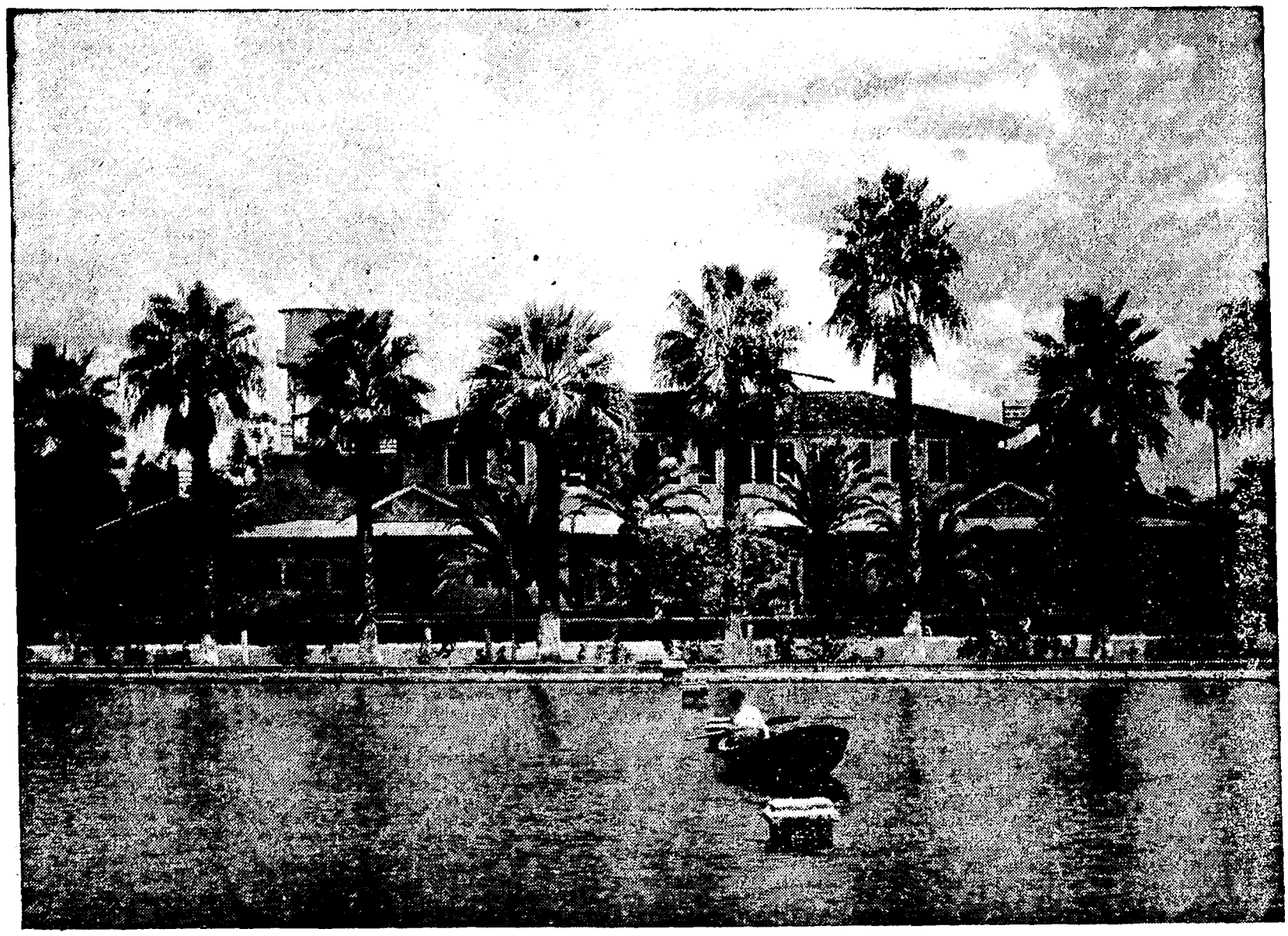


5. IN FIELD BASKETS, FRUIT BEGINS TRIP TO MARKET

6. AFTER HARVEST, GROVES ARE IRRIGATED

THE VALLEY'S major industry, growing of grapefruit, orange and lemon trees has transformed the one-time brushland of this border section into thousands upon thousands of acres of producing groves. Based on young trees now set out, predictions are that within a few years the Texas' Valley will surpass Florida in output of grapefruit. **Production of oranges, after tests of varieties best suited to the Valley, is also making great strides.**

Crop Experiments Mark Valley's Development



FRUIT OF AN 'EXPERIMENT'——JOHN H. SHARY HOME AT SHARYLAND, NEAR MISSION
When John Shary started his development in the Lower Rio Grande Valley, citrus fruit growing in this section was still in the experimental stage.

VALLEY PRODUCES FLAX
Photo shows H. C. Stokes in Jim Perkins' field south of San Benito.

Cane and Rice Brought Early Development

The Valley's "gold rush" took place between 1922 and 1930.

That was the period of boom development in this section, a development now finding fruit in the greatest home construction boom in the Valley's history.

Although for most persons the Valley is a fairly recent "discovery," its growth started early in the century, with the coming of the first railroad.

An early land boom came in the wake of attempts to develop sugar cane and rice in the Valley. Most of the early settlers were farmers, who stayed on after the sugar cane bubble burst and developed truck farming.

The current growth of the Valley got its start with the development if citrus. Between 1,000 and 2,000 prospective purchasers entered the Valley weekly in elaborate "land parties."

Construction of irrigation systems followed the large-scale settlement.

Since those days, the Valley's growth has been steady. Homes, industries, highways, airports and seaports have blossomed in the area which was once wild brushland.

VITAMIN GRASS IS NEW VALLEY CROP
Dehydration plant near Raymondville, Willacy county, is pictured, extracting moisture from tender cereal grass. The product is sacked and canned, supplements human and cattle diets where greens are lacking.

EARLY SUGAR CANE VENTURE
Photo shows S. W. Fordyce, Jr., (center), with Tom Finty, Jr., (left) and J. L. Whitaker (right) with stalks of sugar cane grown near Mission during early part of 20th Century.

Co-Ops Marketing Citrus on Valleywide Scale

Local Groups Use Central Sales Agency

CO-OPERATIVE marketing of grapefruit, pioneered by the Texas Citrus Fruit Growers Exchange at Mission, has been extended to a Valley-wide basis by the Rio Grande Valley Citrus Exchange.

The exchange, organied in 1932, now has thirteen member associations. Each association is controlled by its local members, and the member associations in turn control the central exchange through a board of directors representing the various associations.

Sales Organization

Officers are elected annually by the local associations.

The exchang, organized in 1932, sales organization for the individual locals which do the packing and harvesting of members' fruit.

Besides selling the fresh fruit packed by the member associations, the exchange operates by-products plants which process into juice and other by-products fruit which cannot be turned into the fresh fruit market.

Member Associations

Collections are remitted to the individual associations which in turn disburse the individual members' shares to them.

The following associations are members of the central exchange: Mission Citrus Growers' Union, Bay View Citrus Association, McAllen Citrus Association, Weslaco Citrus Association, Edinburg Citrus Association, Donna Citrus Association, Rio Grande Valley Citrus Growers Association of Mercedes, Santa Rosa Citrus Association, Combes Citrus Association, La Feria Citrus Association, Stuart Place Citrus Association, Raymondville Citrus Association and San Benito Citrus Association.

RGV EXCHANGE DEHYDRATION PLANT

Valley's Soils World's Best, Analyses Show

Valley soil is the richest in the world, according to scientific analyses.

Volume 29 of the American Journal of Science has this to say:

"Speaking of the amount of materials which the great rivers of the world bear in solution to the sea, the Mississippi, St. Lawrence, Amazon and La Plata carry an aount such that the average is 655 pounds per each acre inch of water.

"Goss and Hare, from analyses of the water of the Rio Grande, compute that the same volume from this river contains 81,309 pounds, or more than four tons per acre, including 1,075 pounds of potash, 116 pounds of phosphoric acid and 107 pounds of nitrogen.

"The sediment of the River Nile figures approximately 1-674 of the volume of the water, the percentage by weight being six per cent.

"The sediment of the Rio Grande, assumed at a minimum of 1-100 of volume, is therefore 1,000 per cent richer by volume than the Nile."

These rich deposits being added annually to the Valley soils keep them at a high level of fertility. Silt of the Rio Grande carries sufficient alkalis in solution, potash and other minerals to neutralize the acidity which is the bane of most alluvial soils.

Tangerines Gain Growers' Favor

Tangerines are gaining favor among Valley citrus growers.

Full carload shipment of the "silk-gloves oranges" reached a new high in the 1940 season, with at least four carlots moved by rail.

In addition, large quantities moved in mixed shipments and by truck.

Ranch Produces New Cattle

South Texas has produced something rare in livestock annals—a new breed of cattle.

The new race of cattle, originated by the King Ranch, is known as Santa Gertrudis. It was developed by cross-breeding American shorthorns with the Brahma or humpbacked cattle of India.

Dr. C. H. Hart of the University of California, president of the American Society of Animal Production, told a convention of this organization that the Santa Gertrudis strain breeds true. It is the result of more than 15 years of experiments.

Citrus Peel Important By-Product

The lowly grapefruit peel—hitherto just so much waste in the citrus industry—achieves dignity as an important by-product in McAllen's new $500,000 metallic pectinate plant.

The pectinate extracted from thousands of tons of peel which cluter Valley canning plants will be used in manufacture of medicines.

Residue from the factory, owned by the Rio Grande By-products Corp., will be used as low-grade fertilizer.

Constructed with funds lent by the Farm Security Corporation, the plant cost is to be repaid from profits.

In addition to salvaging valuable ingredients of the peel, the new plant helps solve the problem of cannery waste that had become a public nuisance, leading to disputes involving owners and health authorities.

Huge quantities of peel have been used for some time as cattle feed. This product is turned out through dehydration processes. It makes good feed, particularly when lime and blackstrap molasses are added.

Cattle like not only the dried peel, but also enjoy whole grapefruit and grapefruit juice. Several cattle raisers use the fruit and peel as ensilage in fattening stock.

Valley Carrot Juice Shipped Over Nation

One of the Valley's unusual plants doing a national business is the carrot juice factory operated by Bob Lindsey at Lindsey's Gardens, five miles north of Mission. Large quantities go to hospitals and to dieticians.

The Valley's rich soil produces carrots so high in sugar content that it would be feasible, if it became commercially profitable, to manufacture sugar from them, experts declare.

NBC
Red & Blue
Lone Star
Chain

◆

1260 Kc.
1,000 Watts
Full Time

KRGV

Your Valley Voice

Each Week
KRGV
Presents Over
300
Quarter Hours
Of
National Programs

On the air 17 hours daily with a full schedule of outstanding local entertainment and National Broadcasting programs. To hear radio's best programs, keep your dial tuned to 1260 Kilocycles.

KRGV

WESLACO, TEXAS

Irrigated

TRUCK and CITRUS LANDS

In richest section of Rio Grande Valley

More than 4,000 acres of Truck and Citrus Lands in tracts of 10 acres and larger units, along the picturesque Arroyo Colorado.

This property is penetrated by two concrete highways and each tract faces on good county roads.

Located in Cameron County, near Rio Hondo and San Benito. Under Rural Electrification Service.

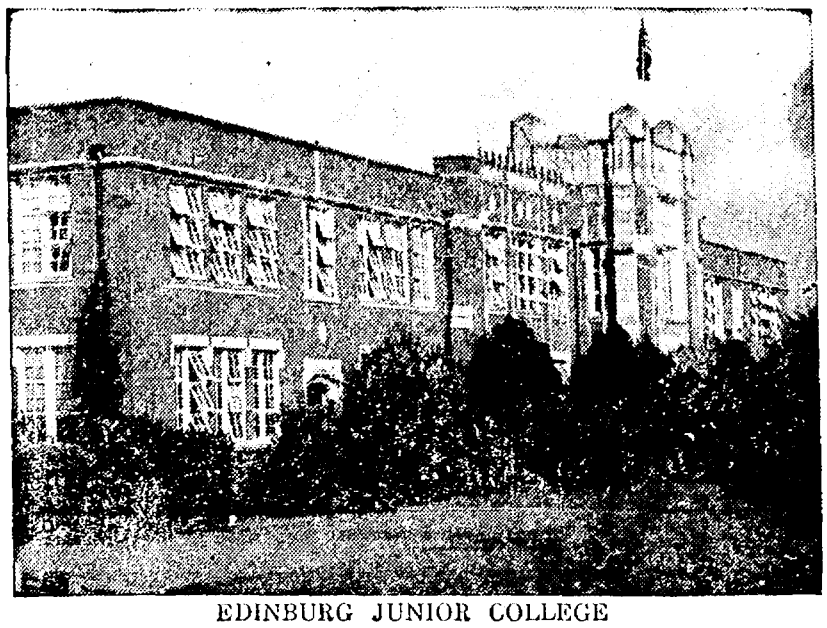
$50 to $75 an Acre

Terms

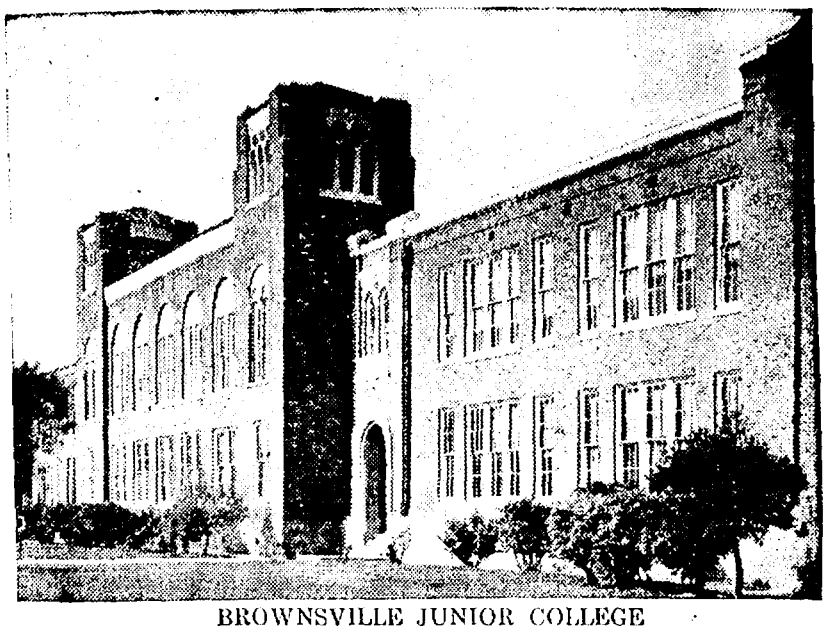
C. H. COLGIN

410 12th Street Brownsville, Texas

Over 60,000 Pupils Attend Valley Schools

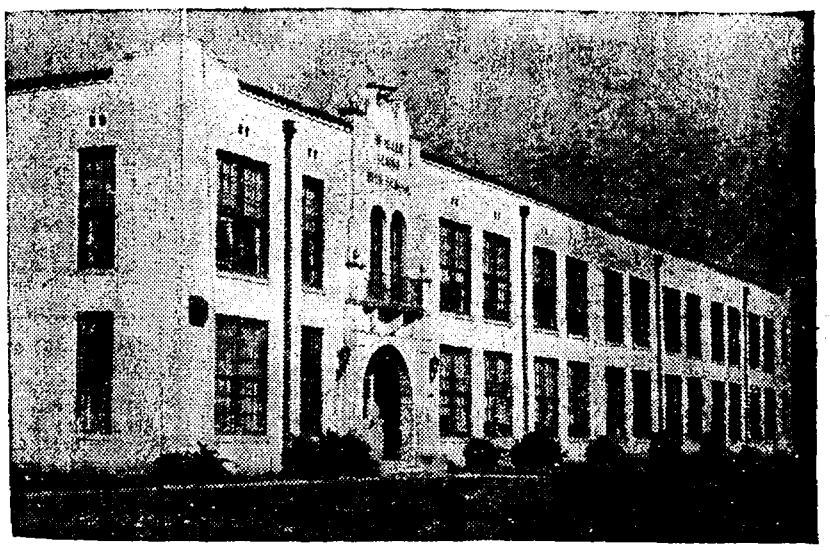


EDINBURG JUNIOR COLLEGE



BROWNSVILLE JUNIOR COLLEGE

PRIMERA RURAL SCHOOL



M'ALLEN HIGH SCHOOL

Naturalist's Paradise In Valley

The Rio Grande Valley is a naturalist's paradise.

Plant and animal life, some of it unique in this country, have been studied and continued to be studied by botanists, zoologists, entomologists, biologists, and other scientists.

Numerous native shrubs and trees abound throughout the region. Famed among naturalists is the widely known natural palm grove near Brownsville, believed to be the only native palm grove in the United States.

On Green Island, in Laguna Madre, is a 40-acre bird sanctuary founded by the Audubon Society of America. There, birds from both continents can be found.

Rare forms of marine life are found in the many bodies of coastal waters in the Valley. Besides the rare specimens, many more common varieties of fish and other salt and fresh water life are found here under conditions favorable to a study of their habits and development.

The brushlands in the Valley teem with animals and birds in their natural surroundings.

Development of the Valley's citrus and vegetable industries has brought entomologists to study insects that prey on crops, and many valuable contributions in this field have come out of research in this section.

GRAPEFRUIT BREAD

Gaining favor throughout the Valley is grapefruit bread, made from Valley grapefruit. Eight gallons of grapefruit juice are used to a barrel of flour. The bread is said to keep fresh longer, and will not become moldy.

Educational Plants Among State's Best

MORE than 60,000 pupils attend Lower Rio Grande Valley schools.

With investments in land, buiding and equipment estimated at a total of $10,000,000, the Valley's school systems are among the finest in Texas.

Junior Colleges

Two junior colleges—one at Edinburg and the other at Brownsville—round an educational system which includes kindergartens, rural schools, urban grammar schools, and high schools.

The Valley's scholastic population, sonsidered as a unit, ranks next to that of the three largest cities in Texas. Hidalgo county, with 31,252 scholastics, ranks seventh among Texas counties. Cameron has 22,499, Starr county 4,092, and Willacy 3,267.

Some of the common school districts have no local school taxes and no bonded indebtedness.

Bus Service

For residents of rural areas where schools provide only classes in the elementary grades, an excellent bus service is maintained, calling for and returning pupils to their homes.

Athletics play an important role in the Valley's school life. Physical education classes are available in all the schools, and every community engages in football, basketball, volleyball, tennis and other sports, under the organization set up by the Texas Interscholastic League.

School Bands

Some 20 splendid school bands are eloquent evidence of the progress made in this field. Valley students also take part in debate, declamation, essay writing and other similar events climaxed annually by state tournaments at Austin.

Because of the large rural population of the Valley, schools in this section have made plans for vocational education, to supplement the standard curriculum, aiding pupils in preparation for occupational activities. Music, homemaking, agriculture, commercial and trades subjects are taught.

New Type Orange From Holy Land

From the Holy Land has come a variety of orange which is turning out to be one of the best producers in the Valley.

It is known as the Jaffa or Joppa, and is a seedless fruit.

Since the beginning of the citrus industry, growers have been trying to find a suitable type of seedless orange.

One of the best, in addition to the Valencia, is the Hamlin. Principal objection to the latter is that it tends to dryness.

Several Valley growers now producing the Jaffa declare it is superior to the Hamlin, does not tend to dryness and has a fine external texture.

1912 T. R. RIGGS NURSERY 1941

Between Mercedes and Weslaco

Largest assortment of semi-tropical plants, Shrubbery, Evergreens, Junipers, Cypress, Arbovitaes, Shade Trees of all varieties. Continuous rose bush sale—best value ever offeed—see them. Gold Fish of all varieties and sizes from one inch to eight inches. Cocos Plumosa Palms, the coming palm for the Valley. Three foot Crepe Myrtle, four colors, dormant bare root, only fifteen cents. Large Easter Lily bulbs and Easter Lily plants six inches high. Double Poinsettia plants ready Feb. 15, only fifteen cents. Red Acalypha plants. All kinds of pot plants. We have the largest greenhouse in the Valley. Gladiola bulbs ten cents per dozen.

Cut Flowers At All Times

McCULLOUGH BOX & CRATE CO.

CRATES BOXES BASKETS

◆

A Complete Line of

GROWERS & SHIPPERS SUPPLIES

Including

● Packer's Gloves ● Ice Tools ● Raffia
● Cellophane Wraps ● Miniature Boxes
● Fancy Baskets

TELEPHONE 108

Pharr Robstown

Farmers, Remember

That two or three acres of land carelessly prepared for winter crops will yield less than one acre given adequate attention, especially in the matter of fertilization.

Now is the time, above almost any other time in the year, when the soil in your fields needs a sufficient supply of plant food—of the right kind.

For a long time we have been studying the requirements of different types of Lower Valley soil. We have the fertilizers that will bring profits.

IT PAYS TO FERTILIZE

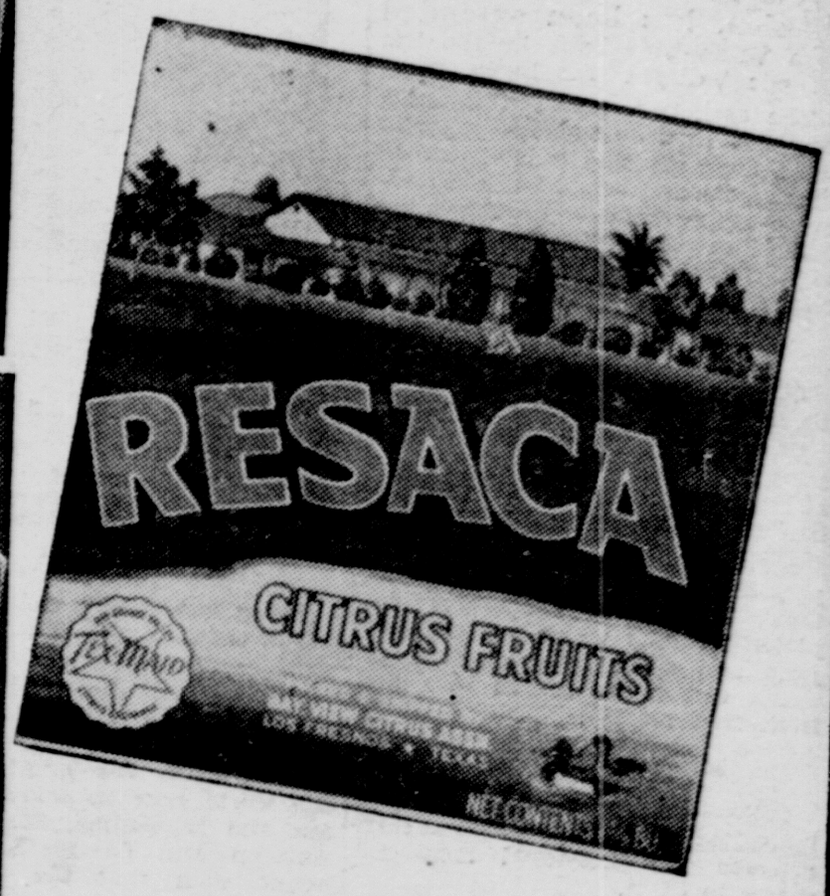
Consult us

A. N. Tandy & Sons

(PORT FERTILIZER CO.)

Los Fresnos, Texas Phone 11

From BAYVIEW CITRUS GROVES



These labels represent the finest quality Grapefruit and Oranges, grown in the famous Resaca area in the Rio Grande Valley.

Grapefruit and Oranges grown in the resaca area are superior in Quality, Texture and Flavor.

BAYVIEW CITRUS ASSOCIATION

Los Fresnos, Texas

San Roman Nursery—Specialists in Orchard Care

The San Roman Nursery has been closely associated with the development of Bayview Citrus Groves since its inception. Scientific care treatment performed by a highly trained and selected personnel has contributed much toward making the Bayview area one of the finest citrus developments in the Rio Grande Valley.

SAN ROMAN NURSERY—LOS FRESNOS, TEXAS

HAT MAKER

Handicraft Artists In Valley Area

SKILLS passed on for generations — many of them for centuries in Old Mexico — find their way to the Lower Rio Grande Valley in production of a great variety of handicraft articles.

Baskets, hats, trays, chests, needlework, furniture, boots — weaving, sewing, wood-carving — keep apt, nimble fingers busy.

Typical of the craftsmen in the Valley are two in Rio Grande City—Mariano Rios, the woodcarver, and Damaso Reyna, the basket-maker.

Rios, like other wood carvers in this section, uses native woods for the chests, doors, chairs, picture frames, toys, beds, tables he makes. He produced some handsome carved doors for the Hotel Ringgold.

Reyna, who has acquired a small orange grove near Rio Grande City from his earnings making baskets, uses willow reeds, gathered in the nearby hills. He learned his trade as a boy, and has been at it for 45 years.

Hats are made from native palm straw.

BASKET WEAVER

BOOTMAKERS

WOODCARVER

For Your Health's Sake

Drink

TROPIC GOLD

Grapefruit Juice

ENERGIZING • SLENDERIZING

The pure juice of Rio Grande Valley Grapefruit, packed under the most sanitary conditions.

TROPIC GOLD PINEAPPLE JUICE

Also packed in our modern plant. Both leaders in their field

Christensen Products Corporation

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RIO GRANDE ASPHALT COMPANY

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SERV-TEX MATERIALS COMPANY

Crushed Limestone and Asphaltic Concrete

We Stock 5 Types of Asphalt at all Times.

- DRIVEWAYS
- ROADS
- PARKING LOTS
- TENNIS COURTS

We are equipped with the most modern equipment for this work and maintain a crew of trained workmen, insuring a perfect job.

1000-Gallon Distributor for Hot or Cold Application of Asphalt or Oil.

Patrols Along Highways Boost Valley Safety

CALLING ALL CARS
U. S. Border Patrol Transmitter

GROUP OF TEXAS RANGERS

U. S. BORDER PATROL HORSE TRAILER

* * * * *

Clean Record On Crime Is Valley Boast

THE Valley is a safe place to live.

Combined strength — and co-ordinated — of numerous law enforcement agencies help to give this section one of the cleanest crime records in the state.

And that's an achievement, because it was not many years ago that the land along the Rio Grande was a haven for "tough hombres" of the wild and woolly stripe.

Watched 24 Hours

Besides the city police forces in every one of a score or more communities, four county sheriff's departments, and a Texas Ranger station, the Valley is constantly patrolled by federal immigration and customs men and the state highway patrol.

All roads in the Valley, as well as the Rio Borderline, are watched 24 hours a day, discouraging activities of professional criminals because of slender chances of escape.

Use Radio Cars

Most of the law enforcement agencies operate radio patrol cars which are kept tuned to the U. S. border patrol station at McAllen and the Brownsville police radio station.

The Valley border patrol headquarters at McAllen, has an authorized personnel strength of 105 men, with 13 field stations, at Brownsville, Harlingen, Mercedes, Weslaco, McAllen, Mission, LaGrulla, Rio Grande, Roma, Edinburg, Raymondville, Falfurrias and Kingsville.

With 36 high-power cars, including some two-way radio equipped vehicles, the border patrol's mobility makes it possible to mobilize 100 men at a given point within a short time.

Horses On Trailer

For work in the brushlands the McAllen border patrol station has two horses, conveyed on highways in a trailer, and then mounted for duty in terrain inaccessible by auto.

Eight state highway patrolmen, with a captain and a sergeant, guard the Valley's highways. Their duties are chiefly in connection with traffic, but they frequently aid other agencies. State highway headquarters for the Valley are at Harlingen.

Six cars, all equipped with radios turned to the Brownsville police and McAllen border patrol transmitters, are used by the state highway patrol. The Valley station also has motorcycles for use on special occasions.

Laredo headquarters of the U. S. border patrol has been equipped with an autogiro, available for service in the Valley.

Valley Icicle Made History

Icicles in the Valley!

It sounds incredible, and nobody traveling along the palm-lined highway would think it possible.

Such an event is rare enough to make news. It did make news in 1902-1903, according to a story told by William Briggs, founder of McAllen.

"We stopped at Armstrong, north of Harlingen," Mr. Briggs said on a visit to the Valley, and an icicle a foot thick and 10 feet long hung from the water tank. Apparently the winters now are nothing like what they used to be. The tremendous growth of the citrus industry is proof enough that the Valley winters are really mild."

SPARKLE and
GOLD COAST BRANDS

Representing the Finest in Texas

GRAPEFRUIT--ORANGES

Sparkle Brand Grapefruit Juice — Truckloads or Carloads

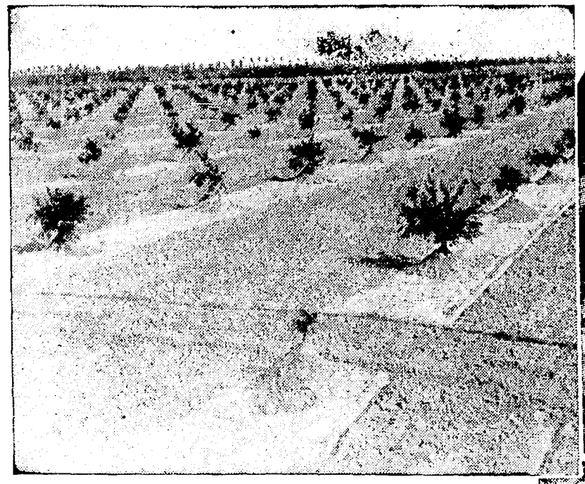
Brown-Williams Co.

Long Distance Phone 1 Mercedes, Texas

The Transformation

THE adjoining pictures portray the greatest modern orchard development in the Valley today, and one of the largest ever undertaken in a single block of acreage. It is the 5400-acre tract known as "Bentsen Groves." Three years ago practically the entire tract was virgin brush land, as shown in the first picture to the left. The adjoining picture shows the clearing of this brush land by modern machinery.

Today the Bentsen organization has converted this entire tract into flourishing orchards, one of which is shown to the right. This tract is being planted to the famous Red Blush grapefruit, Hamlin and Valencia oranges, which commands the highest prices. Returns from groves of these varieties have run well beyond $300.00 per acre this season, regardless of the general economic condition which is responsible for low prices on many other varieties of fruits and farm commodities.



Members of the Bentsen organization take time out from their vast citrus operations to enjoy hunting near their large land holdings. Above, a mornings shoot. Peter Bentsen in the foreground.

Above, scene at one of the many Valley golf courses. Below, Peter Bentsen and J. T. Nelson exhibit the results of a deer hunt in the Valley.

Health and Happiness Await You in the Valley of the Golden Grapefruit

ROMANTIC as is the story of the development of the Lower Rio Grande Valley, statistics are too dry to portray it interestingly.

Looking backward only a short span of years, we find a little old steamboat tugging along the banks of the river to bring its scant cargo of provisions for the handful of people who made a precarious livelihood in raising livestock.

As a matter of sheer necessity the early settlers raised some of the feed that was necessary to take care of their herds. The infrequent boat service made it necessary to raise food for domestic needs.

Water was taken from the Rio Grande River to pour onto the lands to make crops. From the crude ditches started the nucleus of the great irrigation system that was to create a vast agricultural empire.

The railroads soon saw the possibilities of large tonnage for northern markets, and two transcontinental railroad systems finally came into the Valley.

Cotton was king in those days, and the rich soil and warm climate combined to give large yields and early harvesting. The soil-silt deposited from the Rio Grande River over many centuries—was soon found to be adaptable to citrus culture.

Grapefruit, raised successfully in only a small area of the country, matured early, with fine texture, juicy, and a delicious flavor. Oranges were found to be superior because they were more tender and juicy, and had a better flavor.

From the north came the money for development. Large tracts of land were cleared to plant orchards. Railroad lines were extended; irrigation systems expanded, and soon the orchards started to produce new wealth for further development.

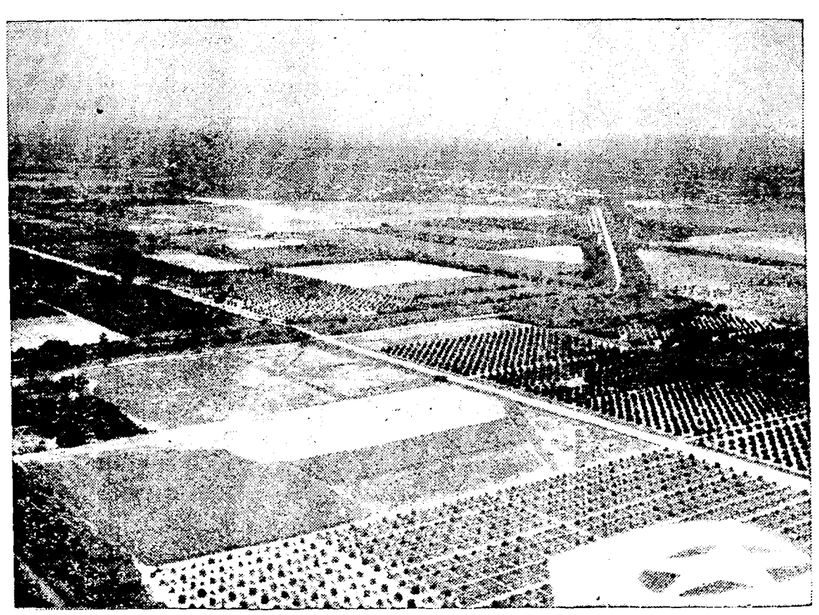
Added to the citrus development came tremendous acreage in winter vegetables. Strawberries could be raised for the Thanksgiving table; tomatoes, cabbage, onions, carrots, beets and a score of other crops, far in advance of any other section of the United States.

Oil was discovered and several large fields were opened up, bringing with it pipe lines, refineries and many important industrial plants. Two great ports were developed to take cargoes of cotton, oil, canned foods, and the many products from the soil and factories to the ports of the world.

With this process of development came modern communities to serve the ever-growing population. Today, twenty thriving cities and towns are scattered along the sixty-mile length of the Lower Valley. More than 300,000 people are proud to call the Rio Grande Valley their home. The progressive spirit of the citizenry is reflected in the fine type of homes, gardens, schools, churches and the cultural activities.

The climate that gave the Valley such fine agricultural crops appealed to residents of the north who sought sunshine and warmth during the severe winters. Fishing, hunting, golfing, the lure of romantic Mexico, and the countless other sports that could be enjoyed have created an entirely new industry—the winter tourist. Cool gulf breezes and the sports that only the seashore can offer has brought other visitors here to spend the summer.

And so today with 250,000 acres under cultivation producing millions of dollars in citrus crops, other millions in vegetables, cotton, oil, livestock and many lines of manufactured products, the Valley is only at the beginning of its development—already known as the most rapid of any section in the United States.



Fishing in the Rio Grande Valley is better than any place in the United States. Above, some Tarpon caught in the gulf, off the mouth of the river. Below, Tarpon, Marline and Sailfish caught in the internationally famous Port Isabel Rodeo.

Some Pretty Valley girls enjoying the surf on the gulf, where cool breezes blow.

16 PAGES OF COMICS

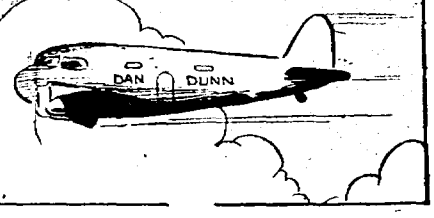
VALLEY SUNDAY
Star - MONITOR - Herald
SUNDAY, FEBRUARY 9, 1941

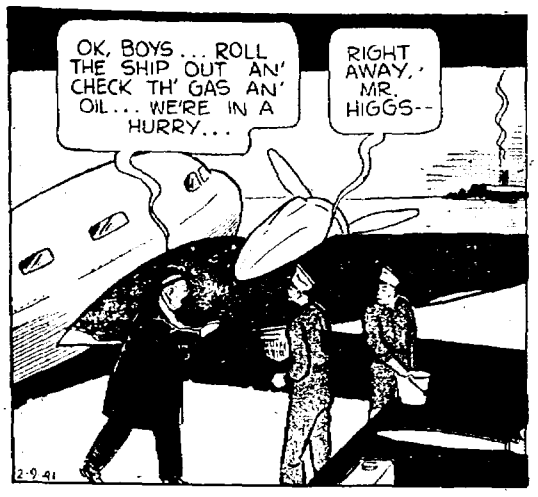
10 CENTS A COPY

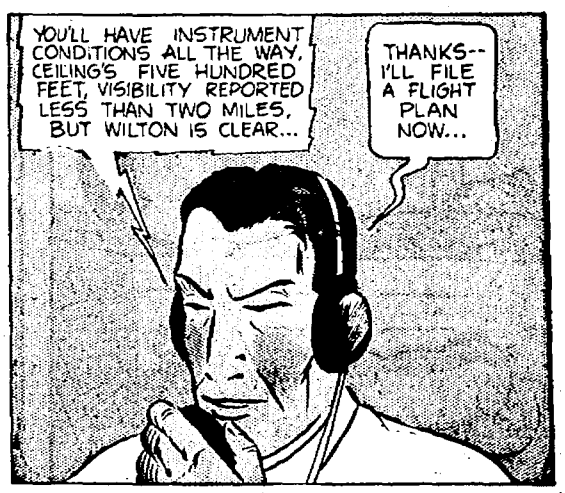
Dan Dunn

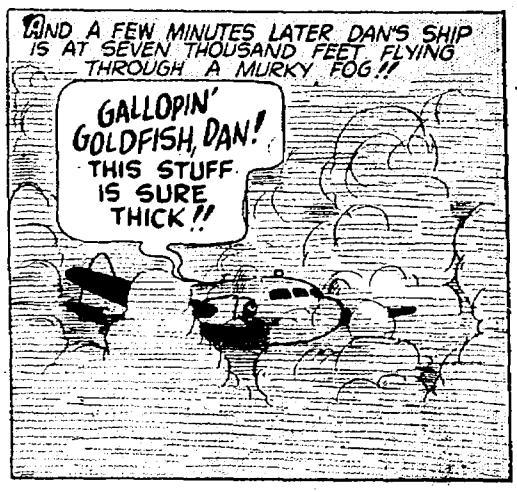
Secret Operative —48—

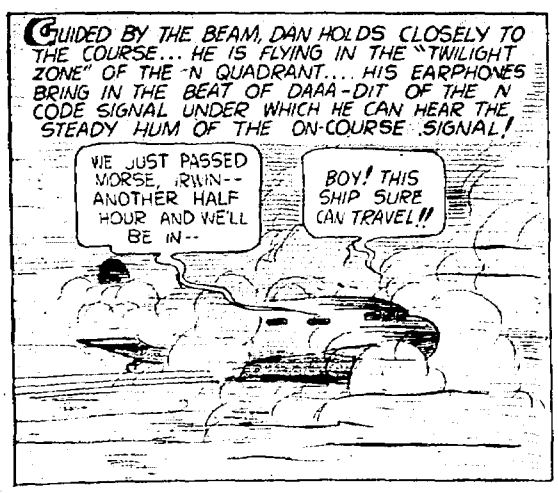
by Norman Marsh

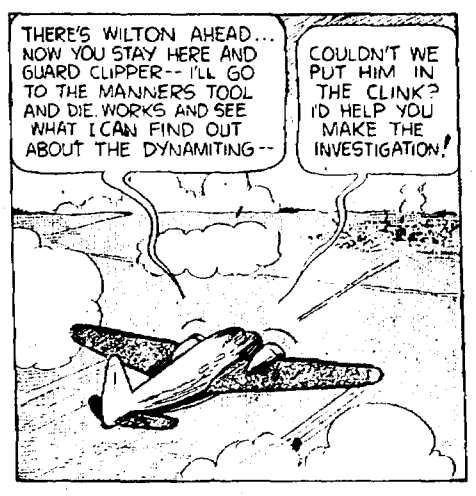


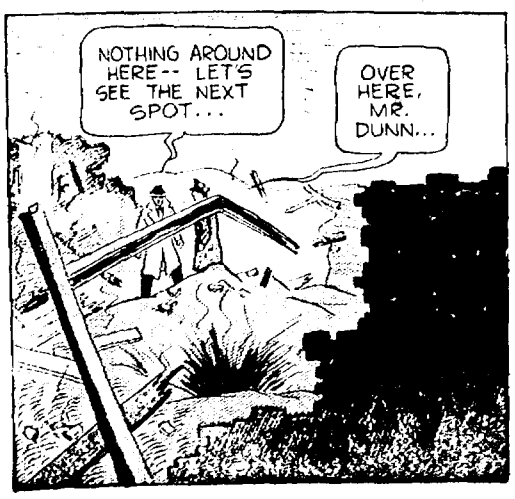


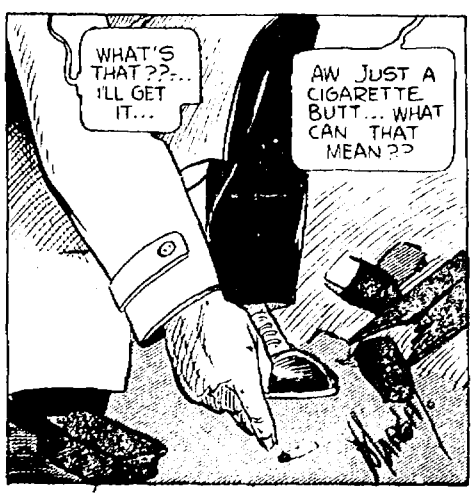


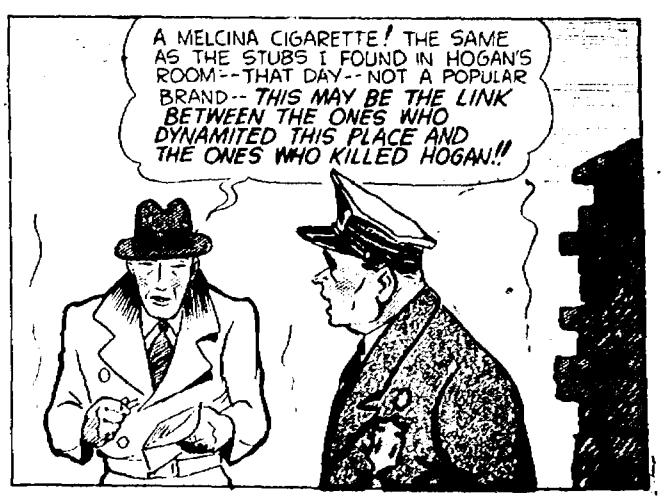












Mary Worth's Family

2-2-41

THERE YOU ARE, SUNNY! DOESN'T THAT LOOK LIKE A LITTLE LAMB?

KINDA, GRAN'PA-- BUT IT LOOKS MORE LIKE A LI'L **HIP-POTTY-MUS!**

WELL, MISS **CRITIC**! IT **IS** A LAMB! ANY **FOOL** CAN SEE THAT!

CAN UNCLE BILL SEE IT?

(*OUT OF THE MOUTHS OF BABES!*) YES, CHILD! EVEN BILL BIFF CAN SEE THAT THIS MASTERPIECE OF SNOW SCULPTURE IS A LAMB!

I GO TELL HIM TO COME AN' LOOK!

WHAT? GO OUT IN TH' COLD TO SEE SOMETHIN' OLD PICKLE-NOSE HAS MADE! I'D SAY **NOT**!

MEBBE I'M GONNA CRY!

I'D LIKE TO SEE YER PET, HONEY. BUT I DON'T FANCY FREEZIN'! BESIDES, I JIST MOPPED TH' KITCHEN FER YER GRAN'MA, AN' I GOTTA LAY DOWN A SPELL!

AFRAID TO COME OUT IN THE COLD, EH? THE BIG SOFTIE! I WASH MY HANDS OF HIS ARTISTIC EDUCATION! IT'S HIS HARD LUCK!

UNCLE BILL WANTA SEE MY LAMB, BUT HE **DON'T** WANTA FREEZE ... HMM!

UNCLE BILL! SURPRISE! NOW YOU CAN SEE MY LAMB AND NOT GET **COLD**!

HUH? WHATCHA TALKIN' ABOUT, SUNNY?

I BRINGED HIM IN THE **KITCHEN**!

YOU **WHAT?**

AW! MY LAMB RUNNED AWAY WHILE I WAITED FOR YOU TO WAKE UP!

HAW! HAW!

I DON'T CARE HOW IT HAPPENED! EITHER YOU MOP UP THAT KITCHEN WITH **THIS** OR I MOP IT WITH **YOU**!

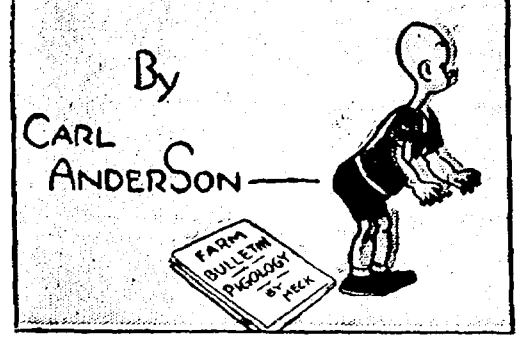
DALE

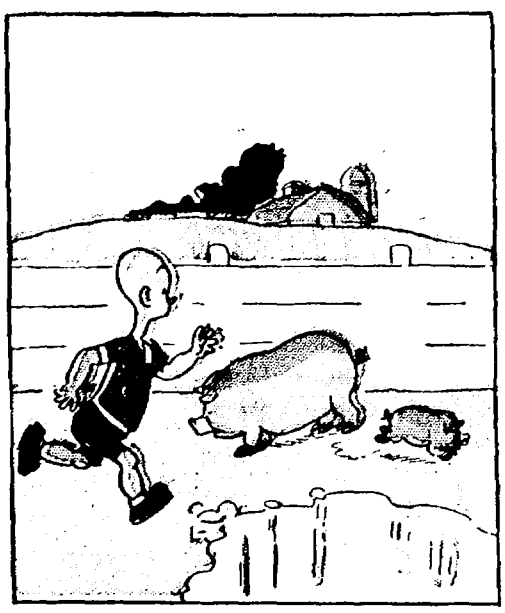
HENRY

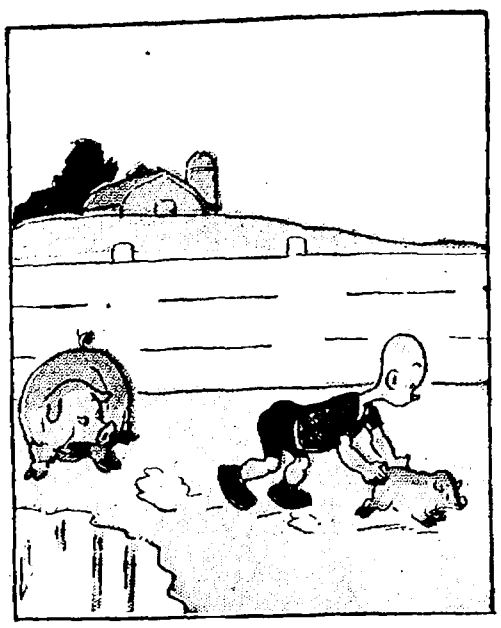
Registered U S Patent Office

By

CARL ANDERSON







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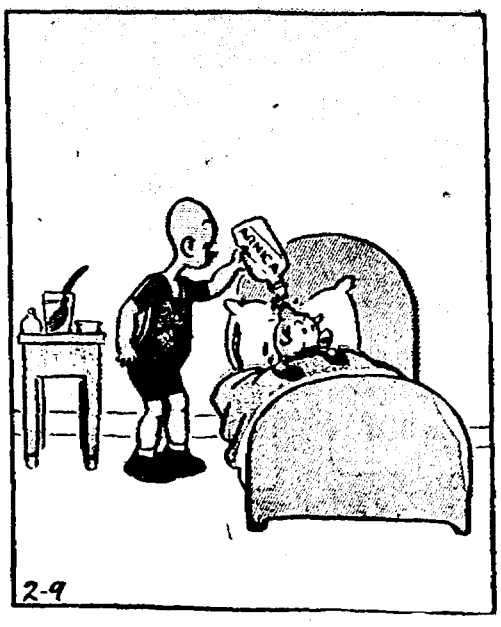

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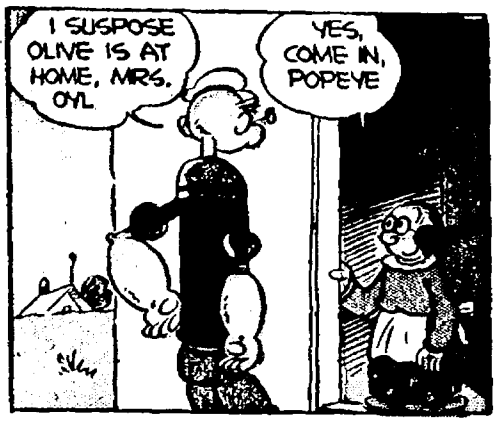
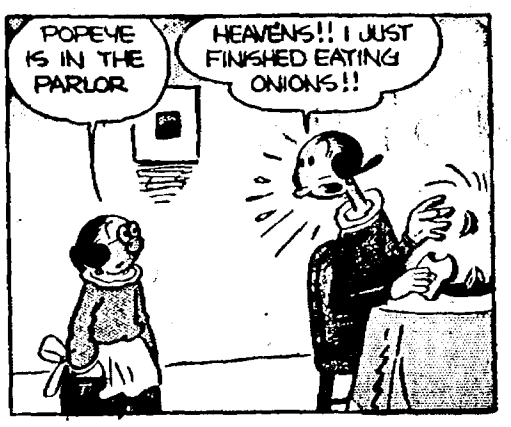
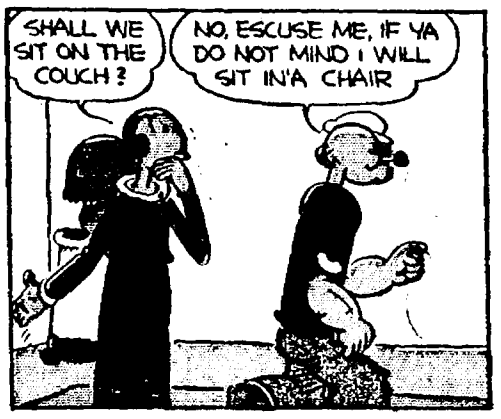
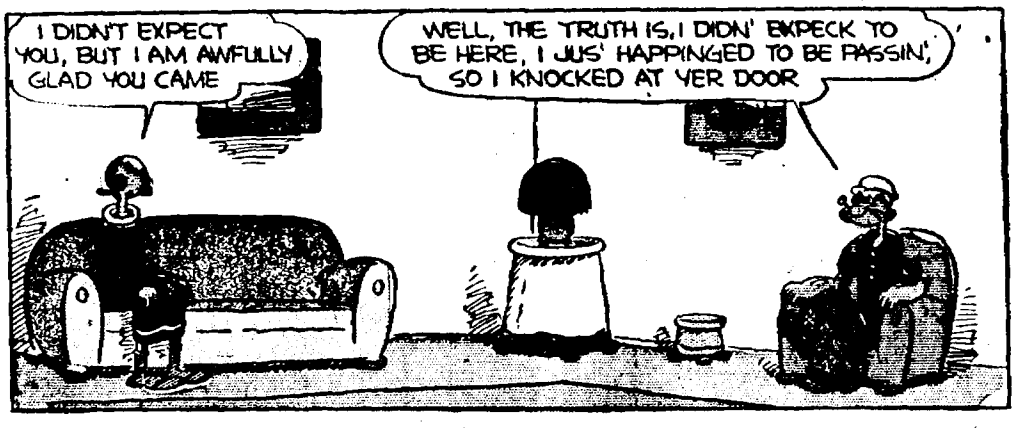
THIMBLE THEATRE :-: Starring POPEYE

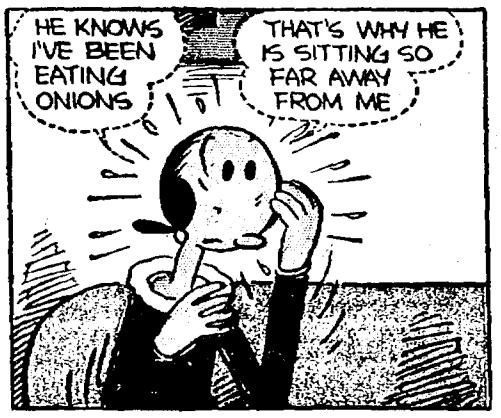
Registered U. S. Patent Office

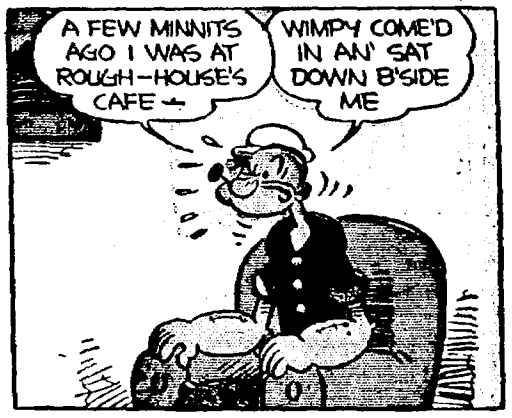


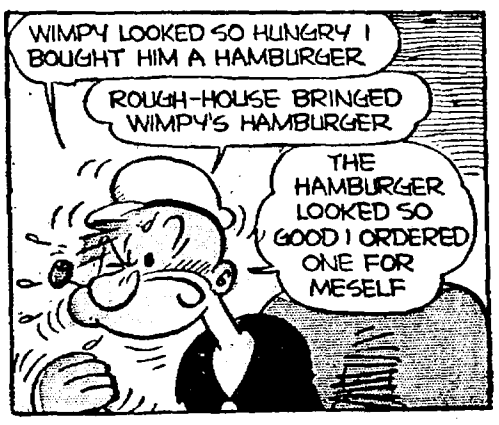


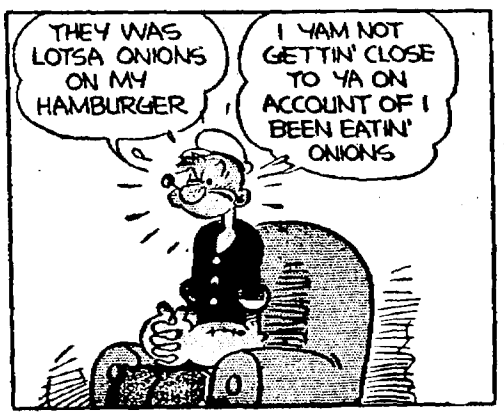


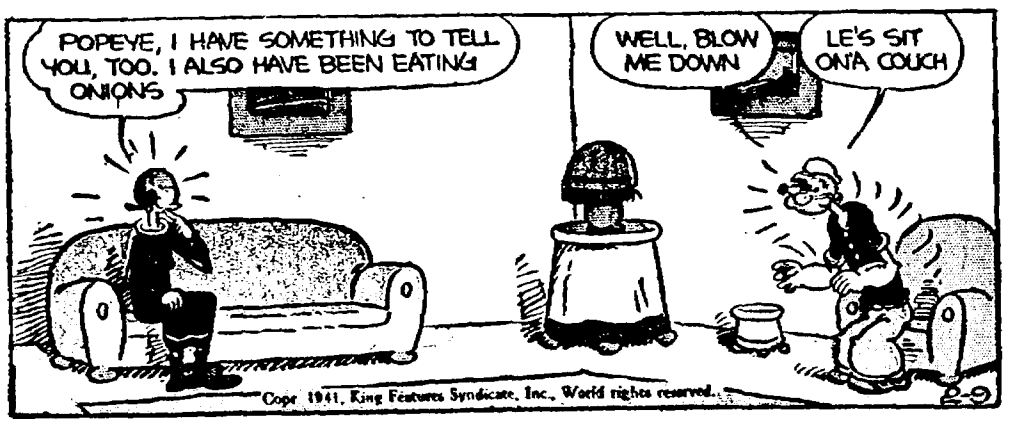












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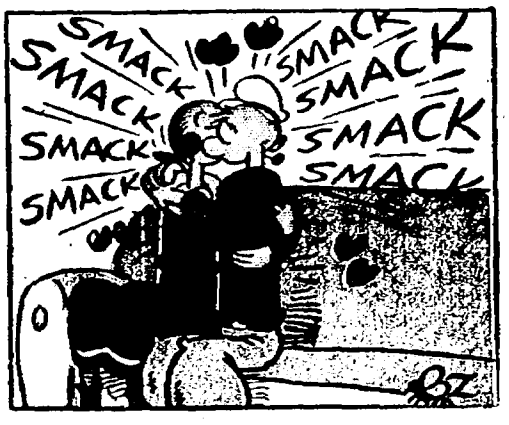
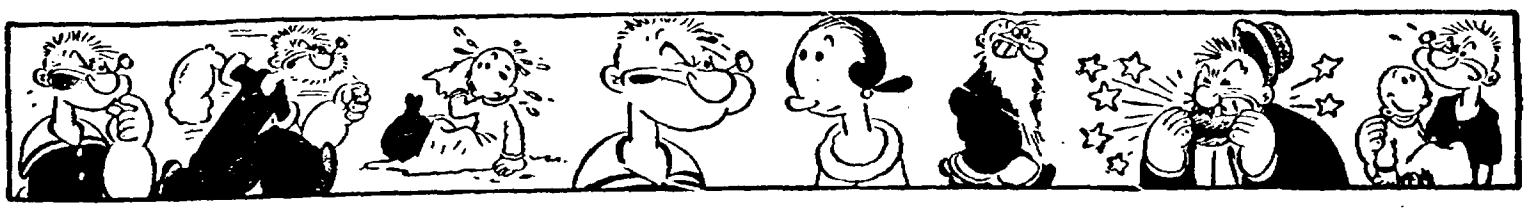
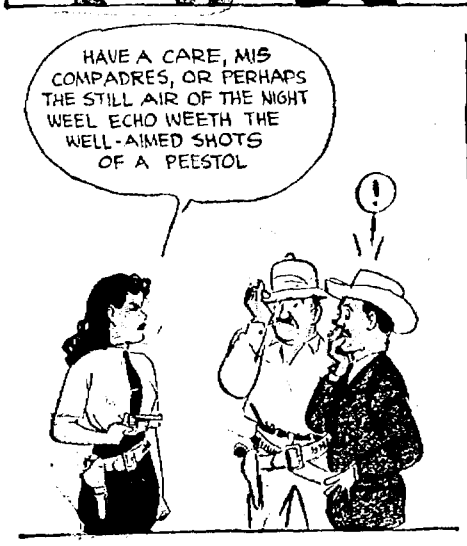
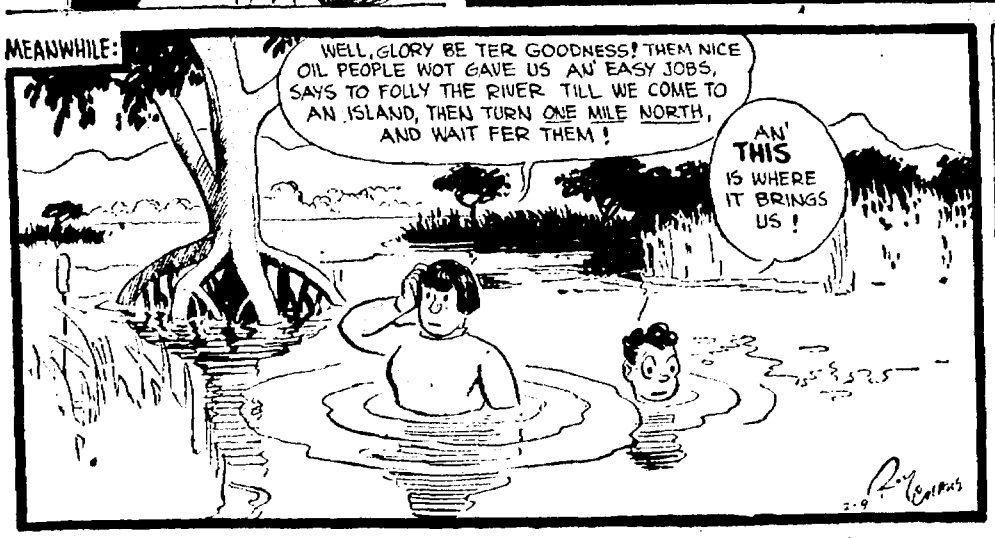


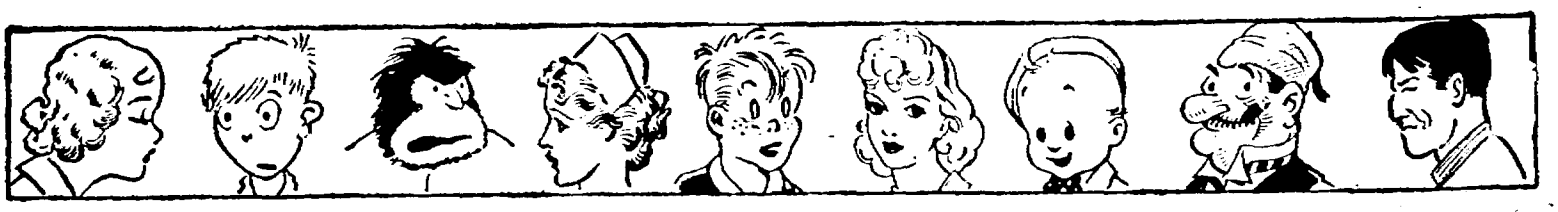


SUNDAY, FEBRUARY 9, 1941

CAPTAIN EASY BY ROY CRANE







THIS CURIOUS WORLD

TM REG U.S. PAT OFF.

FIGURATIVELY SPEAKING...

by WILLIAM FERGUSON

ONE-FIFTH OF ALL THE LAND ON EARTH IS DESERT.

ABOUT TEN MILLION SQUARE MILES OF THE EARTH'S SURFACE STILL ARE UNEXPLORED.

SIX MILLION SQUARE MILES ARE COVERED WITH ICE ALL THE YEAR ROUND.

THE AVERAGE TEMPERATURE OVER THE ENTIRE EARTH IS ABOUT FORTY-FIVE TO FIFTY DEGREES FAHRENHEIT.

THE EARTH WEIGHS ABOUT 5,885,516,000,000,000,000,000 TONS.

THE EARTH MAKES ABOUT 1,600,000 MILES A DAY ON ITS JOURNEY AROUND THE SUN.

COPR. 1941 BY NEA SERVICE, INC.

ABOUT FIFTY PER CENT OF OUR PLANET IS CLOUDY.

WATER COVERS ALMOST THREE-FOURTHS OF THE GLOBE.

ALL OF THE PEOPLE NOW LIVING ON EARTH COULD BE PLACED IN A HALF-MILE CUBE.

2-9

FRECKLES AND HIS FRIENDS

by MERRILL BLOSSER

TM REG U.S. PAT OFF

I'LL GIVE YOU FIFTY CENTS FOR THAT AUTOMOBILE RADIATOR, MR. BENSON!

I'LL TAKE IT!

JUNK

HEY, MILO! WHAT YOU NEED IS ANOTHER RADIATOR.... I'LL TRADE YOU ONE FOR YOUR OLD CONCERTINA!

YOU'VE MADE A DEAL, BROTHER!

GEE, THAT'S A HONEY! WHAT'LL YOU TAKE FOR IT, FRECK?

I MIGHT BE INDUCED TO PART WITH IT, IF YOU TRADED ME YOUR ICE SKATES!

NUTTY, YOU'VE BEEN LOOKING FOR ICE SKATES! HOW'LL YOU TRADE FOR THAT OLD 10-TUBE RADIO YOU MADE?

SOLD!

ARE YOU SURE YOU CAN GET NEW ZEALAND ON IT?

GUARANTEE IT! AND I'LL TRADE IT FOR THAT THREE-TONE HORN YOU HAVE!

WHERE DID YOU GET THAT HORN, SON?

IT'S A LONG STORY, POP! IT COST ME EXACTLY 50¢!!

ONLY 50¢?

THAT'S RIGHT, POP! IT'S ALL IN KNOWING HOW TO GO ABOUT IT!

WHERE DO YOU WANT ME TO TAKE YOU, DAD?

I HAVE TO LOOK AT A NEW FUR COAT FOR YOUR MOTHER'S BIRTHDAY!

WOW! LOOK AT THAT PRICE!!

I AM LOOKING AT IT! THAT'S WHY I BROUGHT YOU ALONG WITH ME!

$650

FURRIER

HERE... TAKE THIS $10 BILL AND SEE WHAT YOU CAN DO!!

$10

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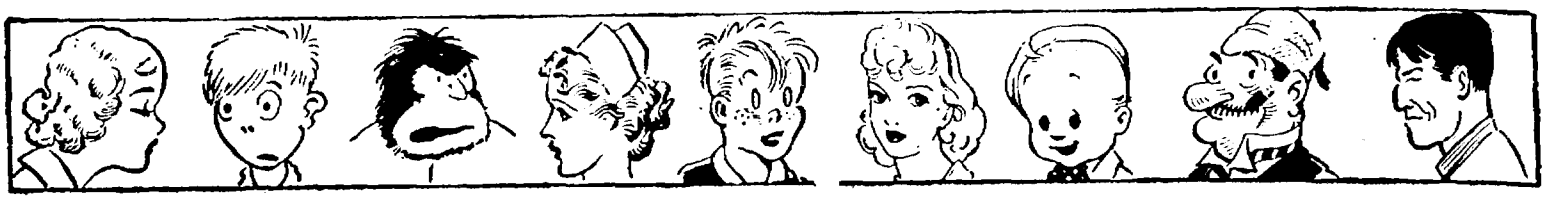
2-9



ALLEY OOP

AH, LOOK! EGYPTS NEW COMMANDER IN CHIEF! THEY SAY HE IS A MIGHTY MAN!

I'LL SAY HE IS ..HE QUELLED A REGIMENTAL MUTINY WITH JUST ONE BLOW OF HIS FIST!

WHO IS HE AND WHERE DID HE COME FROM?

YEP... AND THEY HAD TO CART THE ENTIRE FIRST PLATOON OFF THE FIELD ON STRETCHERS

NO ONE KNOWS, BUT HE RANKS HIGH IN CLEOPATRA'S FAVOR

CLEO WANTS T'SEE ME? DADGUM IT, CAN'TCHA SEE I'M BUSY? HOW CAN I RUN AN ARMY IF I GOTTA BE BOTHERED ALL TH' TIME?

BUT, GENERAL, THIS IS URGENT! THE QUEEN DESIRES YOUR PRESENCE IMMEDIATELY!

AND IF I MAY SAY SO, SIR, HER HIGHNESS DOESN'T TAKE KINDLY TO DELAYS

HI, QUEEN --WHATCHA WANT?

GREETINGS, GENERAL OOP! I HAVE SUMMONED YOU HERE THAT EGYPT MAY DO HOMAGE TO ITS MILITARY LEADER.

FOR YOUR BRAVE ACTION IN PUTTING DOWN, SINGLE-HANDED, A MILITARY UPRISING, I, AS QUEEN OF THE EGYPTIANS, DECORATE YOU FOR VALOR!

??

AND NOW, MY FRIEND, MY OFFICIAL SEAL!

SMACK

OOSH!

WHAT'S THE MATTER WITH GENERAL OOP?

EITHER HE'S DIZZY OR HE'S GONE BALMY!

GEE WHIZZZZ!

WHOOEY!

DAD GUMMZY YUM YUM!

I GOTTA FIND THEM TWO CHANCELLORS, QUICK!

2-9

AHH, HERE YOU ARE! SAY, DO YOU GUYS RECKON THERE'S ANY WAY WE COULD DIG UP A COUPLE MORE MUTINIES SOMEHOW OR OTHER?

?!?!?

FOOZY'S FOOLOSOPHIES

LEARNING BY EXPERIENCE IS TOUGH I'M HERE TO CHEEP. BUT THE KNOWLEDGE Y'GIT THAT WAY, YOU USUALLY KEEP

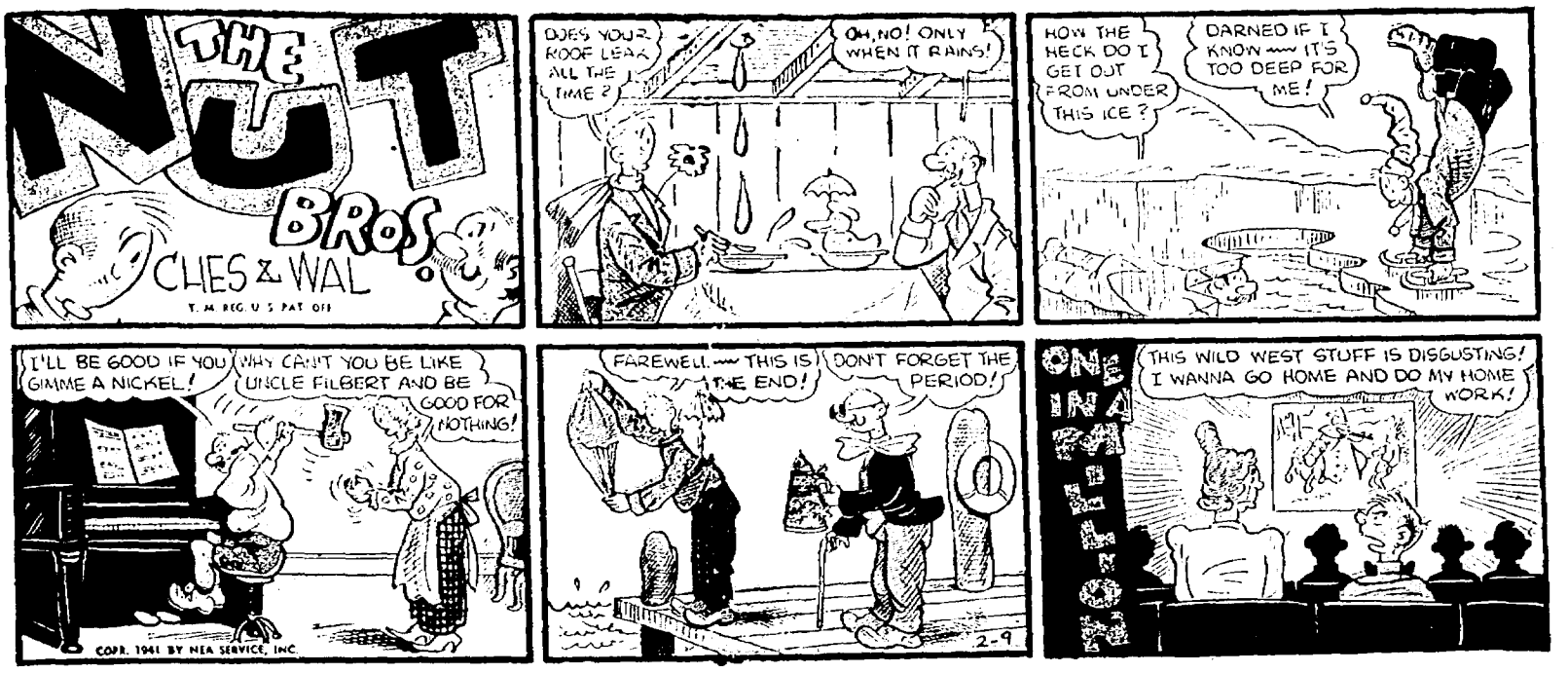
THE WEATHER THIS WEEK: CLOUDY WITH RAIN OR SNOW EXCEPT IN EXTREME SOUTHERN PORTIONS

EQUATOR

Any youngster — up to 90 years will enjoy the cooling delicious flavor of —

KREE MEE JUMBO CONES

And for a larger order ask for a BUCKET of KREE-MEE. Delicious. Refreshing.

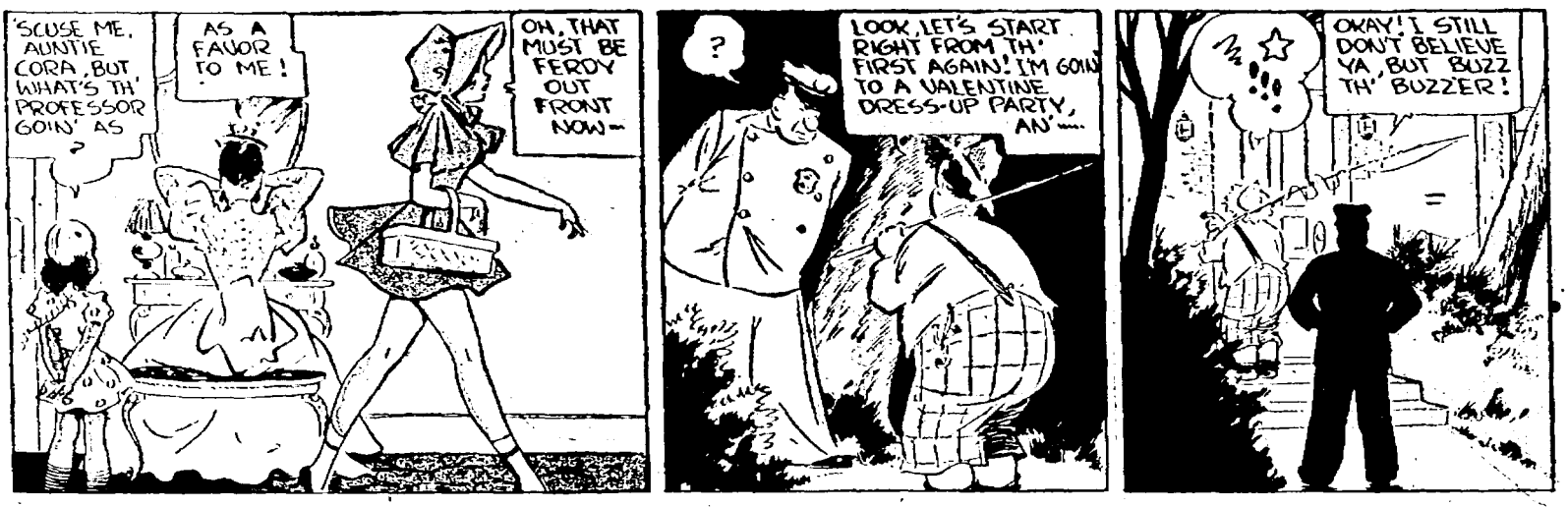


OUR BOARDING HOUSE

MAJOR HOOPLE

You "Aint" Tasted Nothing Till You've Enjoyed a **KREE MEE** THICK MALTED **MILK**

BOOTS



BABE HORACE

KREE MEE FINE BUTTER

KREE MEE BUTTER is made from the best butter cream available in the Lower Rio Grande Valley. Its goodness is apparent the moment you open the carton. Ask for it by name.

THE COMIC ZOO

By Scarbo

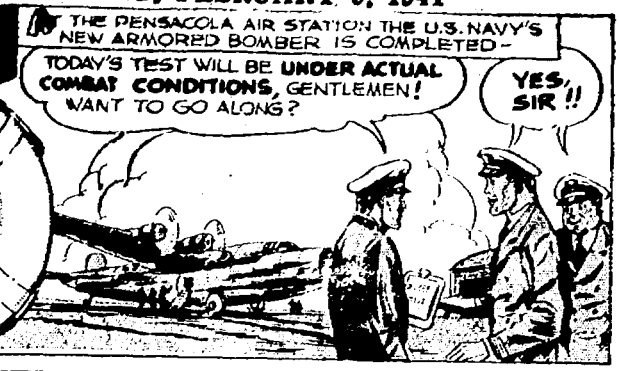
Give the Family a Treat. Take a Quart Home

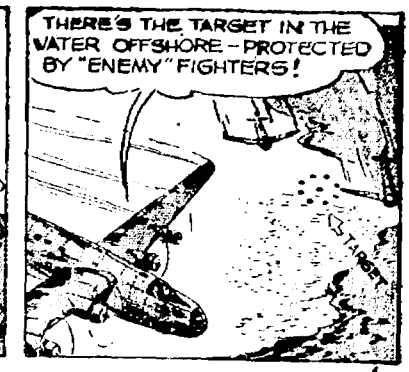
KREE MEE ICE CREAM

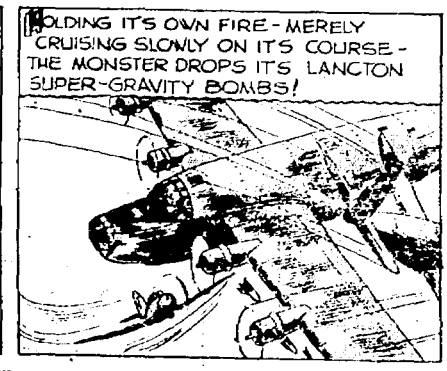
IT'S DELICIOUS -- IT'S DELIGHTFUL

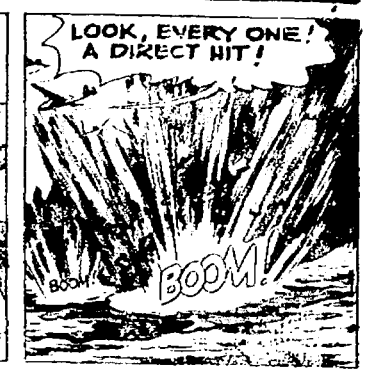
Make Your Party a Success. Serve temptingly flavored Kree Mee

Don Winslow of the NAVY









WINSLOWGRAM NO. 257

ADMIRAL FARRAGUT - CAMOUFLAGE EXPERT

IN THE CAMPAIGN ON THE MISSISSIPPI IN 1862, FARRAGUT CONCEALED HIS SHIPS FROM THE ENEMY BY LASHING TREES TO THE MASTS AND PLASTERING MUD ON THEIR SIDES!

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2-9

BILLY the BOY ARTIST DESIGNS A TABLE

By ED PAYNE

FLYIN' JENNY

BY RUSSELL KEATON

WITH MONEY FOR A SPECIALIST TO TREAT RICK, JENNY PAUSES A MOMENT OUTSIDE HIS MODEL AIRPLANE SHOP—AND--

YOU HOID ME! GIMME DAT **POISE!**

SURE! GO IN THAT SHOP AND GET IT!

NOIVY DAME, AIN'T YOU?

CRASH

HAW! A INVALID! DIS IS **EASY!** HAND IT OVER, BIG BOY!

T'ANKS, FOLKS!

RICK, DARLING!

THANK HEAVENS, YOU AREN'T HURT! BUT THE MONEY'S **GONE!** IT WAS FOR A SPECIALIST TO GET YOU WELL AGAIN!

HEY! I'M NOT DIZZY ANYMORE! THAT LICK ON MY HEAD MUST HAVE RESTORED MY SENSE OF BALANCE!

WHAT?

HA! THAT ROBBER BEAT THE SPECIALIST OUT OF A FAT FEE!

ARROW MODELS

BUT NOT BEFORE HE GAVE YOU A VERY SUCCESSFUL **"TREATMENT"!**

2-9-41

--IF I HAD ONLY KNOWN YOU WERE FLYING CYRIL, THAT LITTLE MILLIONAIRE BRAT, JUST TO HELP **ME!** YOU CAN **QUIT** NOW, JENNY!

MEAN-WHILE IN A LOCAL NIGHT SPOT

THE STEAMER LEAVES AT MIDNIGHT, DEAR! WE'LL SPEND OUR HONEYMOON ON ONE OF MY ISLANDS IN THE CARIBBEAN!

BUT, NICK! WHAT ABOUT CYRIL, MY LITTLE BOY?

SURE! LEAVE HIM WITH JENNY DARE, HIS GOVERNESS!

THEN I'LL WRITE HER A NOTE! OH, DARLING! I'M SO **HAPPY!**

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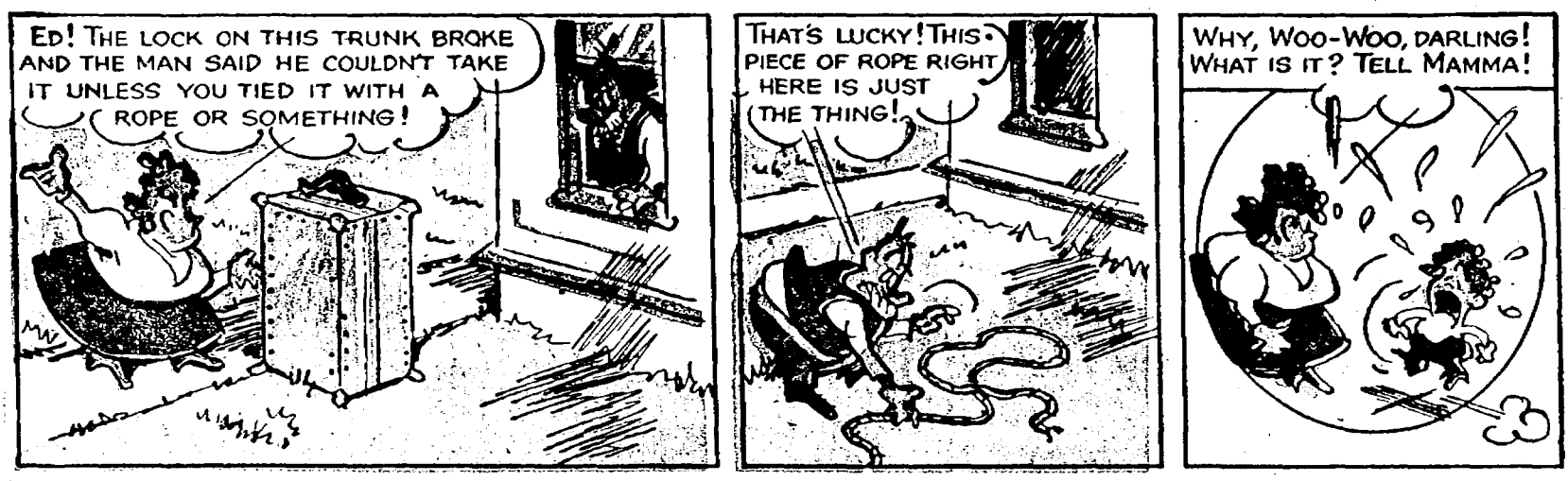
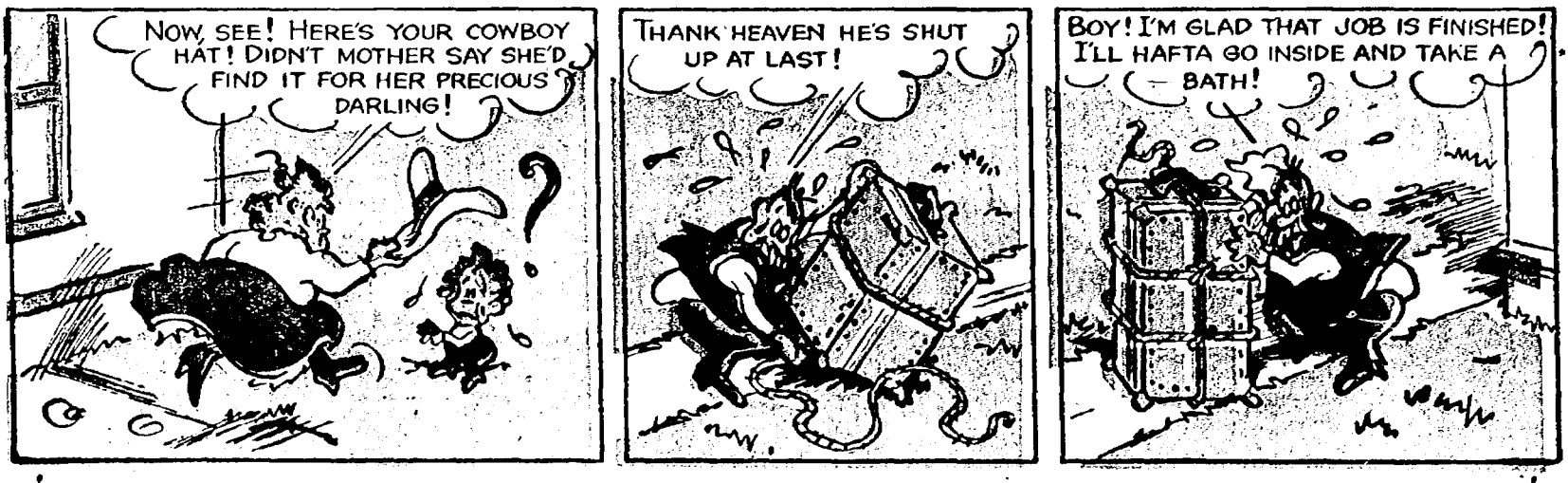
SUNDAY, FEBRUARY 9, 1941

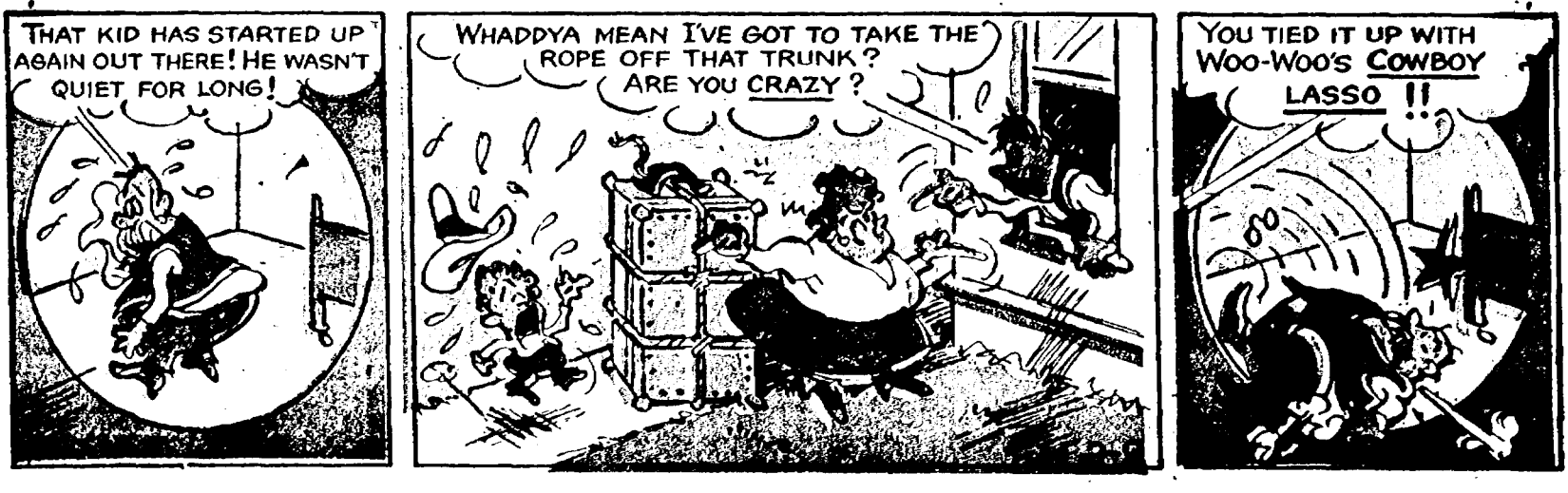
TOONERVILLE FOLKS

WOO-WOO WORTLE, WHO HAS NEVER EVEN BEEN SPANKED

BY FONTAINE FOX







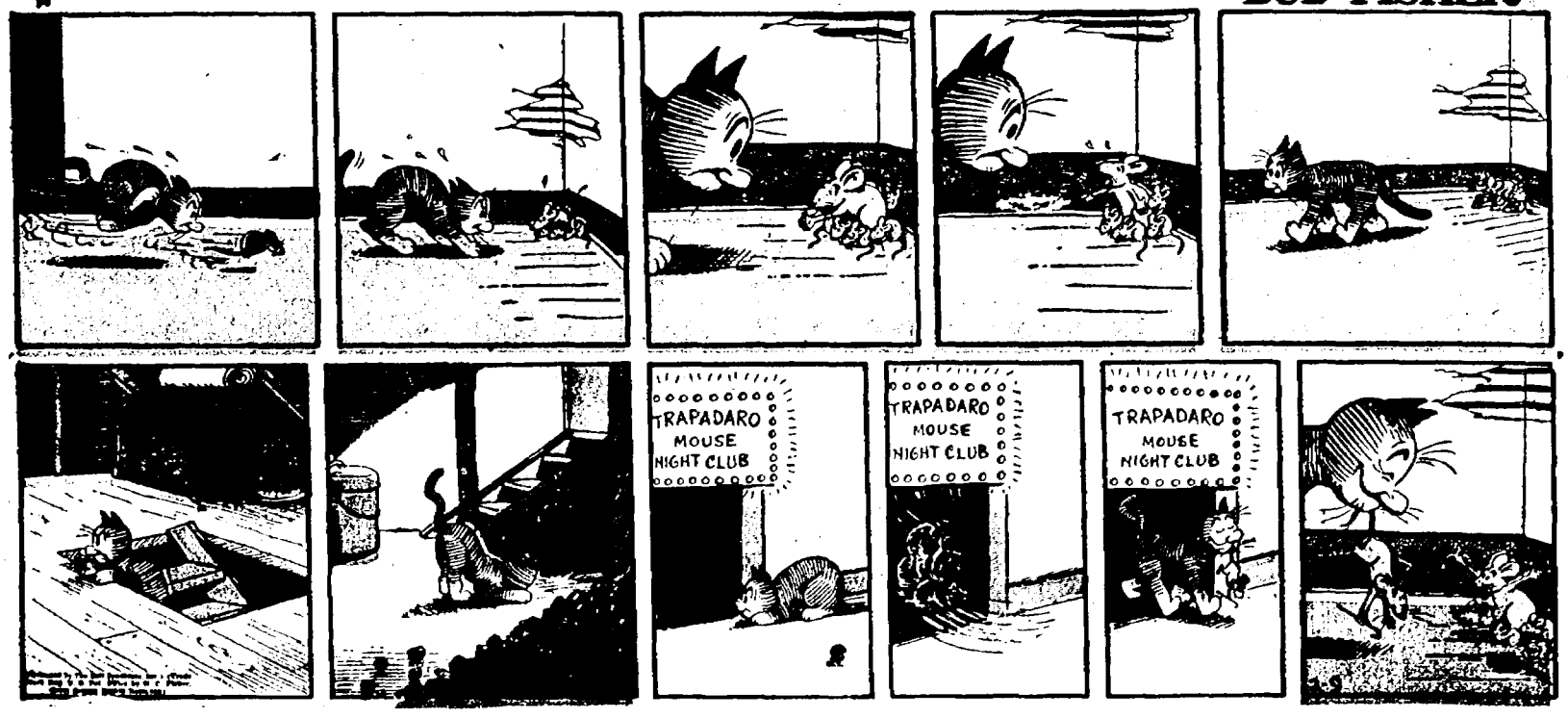
KREE MEE Your children will always ask for KREE Mee ICE CREAM and they can't get too much for their active, healthful young bodies. KREE MEE DOUBLE DIP CONES or 1c BUCKETS will please them. Double Dip Cones

MUTT & JEFF

By BUD FISHER

CICERO'S CAT

By BUD FISHER



KREE MEE ICE CREAM

KREE MEE ICE CREAM is the Valley's health food. It is made of the Valley's best milk products and is rich in health-giving qualities. It is conveniently packed in quarts and pints, ready for you to carry home.

LI'L ABNER

by AL CAPP

Advice fo' Chillun

GIVE YOU A RIDE? NOPE!

YA SNEERED AT MY OLD BIKE-SO, KEEP SNEERIN!'

DON'T LAUGH AT KIDS THAT HAIN'T GOT A NEW BIKE, FOR SOMETIME YOU MIGHT GET A FLAT AND YOU'LL HAVE TO HIKE···BY ROGER RIDDER, KLEMME, IOWA···

OVER THE LONESOME POLECAT RIVER ETERNALLY HANG "THE GREAT MISTS". LEGEND SAYS THAT BEYOND THOSE MISTS EXISTS AN ISLAND INHABITED BY BEAUTIFUL BRAWNY GIRLS WHO EVERY NOW AND THEN SNATCH FOR HUSBANDS UNWARY DOGPATCH BOYS WHO VENTURE TOO NEAR.

LI'L ABNER VENTURED, WAS SNATCHED!!

MAMMY ATTEMPTED TO SAVE HIM, IN VAIN. NO WOMAN HAS EVER SUCCEEDED IN GETTING THROUGH THE MISTS, SINCE THE GIRLS OF THE ISLAND MAINTAIN A RELENTLESS VIGIL.

A BOTTLE WITH A NOTE IN IT REACHES DOGPATCH.

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Haint no use anyone but a mighty tryin to git through!! But a ordinery man mite nevah be able to git back!! Thar is only 1 man who kin not only git through but also kood handle the sitcheeay-shun when he arrives. That man is Adam LaZonga!! Help me quik!! Li'l Abner

ADAM LAZONGA! TH' MASTER O' HOW T' WOO - DOGPATCH STYLE - TH' GREATEST MASTER OF 'EM ALL!!

AH L'ARNED ALL AH KNOWS 'BOUT WOOIN' FUM HIM!

BUT, AT BEST - YO' IS MERELY A CHEAP IMMY-TAY-SHUN!

GULP! YAS'M!!

BUT, ADAM LAZONGA DONE RETIRED!! - HE SAID HE HAD BROUGHT HAPPINESS T' THOUSAN'S O' BOOTIFUL GALS BY WOOIN' 'EM - AN' NOW - HE WANTS SOME PLEASURE OUTA LIFE!!

HE TOOK OATH HE'D NEVAH WOO AGIN! HM-M-

ADAM LAZONGA GOTTA COME BACK!! MAH CHILE NEEDS HIM!!!

BLESS HIS SWEET SOUL! - AFTER A LIFE O' HARD WORK - AFTER GIVIN' THOUSANDS O' PERFORMANCES O' HOW T' WOO DOGPATCH STYLE, BEFO' ALL TH' CROWNED HAIDS OF EUROPE - HE DONE WITHDREW FUM TH' WORLD T' SPEND HIS DECLININ' YARS HYAR - SURROUNDED BY HIS LOVIN' CLIPS!!

A. LAZONGA M.D.S. (MASTER DOGPATCH STYLE) DO NOT DISTURB! RETIRED!!

AN' NOW - (GULP!) - AH GOTTA CALL THET PORE TIRED, SWEET, LI'L OLE MAN - BACK INTO SARVICE AGIN!!

KNOCK KNOCK

WAL! - WAL!! - EF 'TAIN'T LI'L PANSY! - AH REMEMBERS YO' WELL, CHILE!! - DIDN'T AH ONCE WOO YO'?

YO' SHORE DID, LAZONGA - (SIGH!!) DOGPATCH STYLE!!

NATCHERLY! - BUT THEM DAYS IS GONE FO'EVAH - AN' AH'M MIGHTY GLAD OF IT!! - AH'M AN OLD MAN NOW, AN' AH'VE EARNED MAH REST!! - AH SPENDS MAH TIME AMONG MAH BOOKS AS ANY FOOL KIN PLAINLY SEE!

AH SEES!!

AH WHILES AWAY TH' TIME CORRECTIN' TH' MISTAKES O' THESE CHEAP AMACHOORS!

MEMOIRS OF CASANOVA — Book of Don Juan — THE LIFE OF ROMEO

(GULP!!-) LAZONGA!! YO' MUST WOO AGIN!!

NO!! - NO!!

MAH CHILE'S LIFE DEPENDS ON IT!!

NO PANSY! NO!!

WILL LAZONGA WOO AGIN? (-DOGPATCH STYLE, NATCHERLY!-)

ABBIE an' SLATS

by RAEBURN VAN BUREN —

POP WAS GIVEN A REWARD OF $10,000 FOR RETURNING THE LOST MARGRAVE WILL.... SEWING THE MONEY INTO AN INNER POCKET OF HIS NEW SUIT, HE BOARDED THE TRAIN FOR AN UNNANNOUNCED AND GLORIOUS HOMECOMING--AND WAS INSTANTLY PLUNGED INTO A PAINFUL AND CONFUSING ADVENTURE ----

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